R. L. POLK & CO.

1980

STANDARD SERVICES

MOTOR STATISTICAL DIVISION

PREFACE

With the developement and growth of the automobile in 20th Century America, there came the increasing need to keep track of the expanding vehicle population.

In 1922 Polk began compiling motor vehicle ownership information from state motor vehicle registration records. The Company's first report, issued that same year, carried totals on 132 different makes totaling 12,245,881 cars and trucks. 1978 was over 133,000,000 vehicles.

Today the Motor Statistical Division of R.L. Polk & Co. compiles registration statistics on:

...Automobiles
...Trucks
...Commercial Trailers
...Motorcycles
...Recreational Vehicles

Polk statistics are compiled from Motor Vehicle Department records and new vehicle data are supplied monthly, quarterly, semi-annually or annually as desired. Reports are issued for each post office town, county and state in the entire United States.

Many additional specialized reports are compiled to meet individual customer specifications ... reports on Census Tracts, Fleet, etc..

Once a year, as of July 1, a report is published showing the number of vehicles in operation, by make and by year model.

MOTOR STATISTICAL DIVISION

AUGUST - 1980

TABLE OF CONTENTS

STANDARD PASSENGER REPORT SERVICES PAGE

SERVICE E
Description 1
Service 2
State Government Description 3
Service 4

SERVICE D
Description 5
Service 6
Federal Government Description 7
Service 8

SERVICE A
Description 9
Service 10-11

SERVICE C
Description 12
Map 13
Service 14-15

SERVICE K
Description 16
Service 17-18

SERVICE L
Description 19
Service 20-21

STANDARD TRUCK REPORT SERVICES

SERVICE H
Description 22
Service 23
State Government Description 24
Service 25

SERVICE G
Description 26
Service 27
Federal Government Description 28
Service 29
Motor Home Description 30
Service 31

STANDARD TRUCK REPORT SERVICES CONTINUED PAGE

SERVICE F
Description 32
Service 33-34

SERVICE I
Description 35
Map 36
Service 37-38

SERVICE P
Description 39
Service 40-41

POCKET SUMMARY
Description 42
Service 43

NEW TRUCK MODEL PREFIX REPORT
Description 44
United States Summary Sheets 45-46
State Sheet 47

CARS BY MODEL REPORT
Description 48
Report 49

IMPORT CAR BY MODEL REPORT
Description 50
Report 51

NEW TRUCK BY MAKE MODEL REPORT
Description 52
Report 54-55

PASSENGER MODEL BY CAR LINE & ENGINE REPORT
Description 56
Report 57

NEW RECREATIONAL VEHICLE REPORTS
Description 58
Travel Trailer Report 59-60

Description 61
Camping Trailer Report 62-63

Description 64
Motor Homes Report 65-67

VANS PAGE
Description 68
Report 69

PICK-UP TRUCKS
Description 70
Report 71

FOUR WHEEL DRIVE VEHICLES
Description 72
Report 73

A.D.I. PASSENGER REPORT
Description 74
United States Summary 75
Report 76

A.D.I. TRUCK REPORT
Description 77
United States Summary 78-79
Report 80

COMMERCIAL TRAILER SUMMARY REPORT
Description 81
United States Summary 82-83

MOTORCYCLE REGISTRATION REPORT
Description 84
Summary 85-86
Report 87-88

BY MAKE BY YEAR PASSENGER CARS
Description 89
United States Summary 90
State Summary 91
County Sheet 92
Town Sheet 93

BY MAKE BY YEAR TRUCKS
Description 94
United States Summary 95
State Summary 96
County Sheet 97
Town Sheet 98

	PAGE
THE THREE COLUMN COUNT	
Description	99
State Summary By County Pass. Car & Truck.	100
THE TIRE SIZE COUNT	
Description	101
State Total Summary	102
State Summary	103-104
County Summary	105
BY MAKE BY YEAR IMPORT PASSENGER CAR COUNT	
Description	106
United States Summary	107
State Summary	108
County Summary	109
THE NATIONAL VEHICLE POPULATION PROFILE	
Description	110-111
DOMESTIC CARS	
Series Summary Description	112
Series Summary State	113
Engine Summary Description	114
Engine Summary State	115
Detail Description	116
Detail	117
IMPORT CARS	
Series Summary Description	118
Series Summary State	119
Engine Summary Description	120
Engine Summary State	121
Detail Description	122
Detail	123
LIGHT TRUCKS	
Series (model) Summary Description	124
Model Summary State	125
Engine Summary Description	126
Engine Summary State	127
Detail Description	128
Detail	129

Service "E"

Service "E" is a statistical report of new car registrations compiled by make and series, showing totals for the UNITED STATES.

Published monthly, this service shows month and year-to-date totals for the current and previous year.

POLK STATISTICS ®

National New Vehicle Registration Service

Passenger Cars Service "E"

UNITED STATES SUMMARY

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or other use prohibited.

	Code No.	1980 MO	1980 YR	1979 MO	1979 YR
AMC Spirit/AMX	01	4730	9163	2615	5214
Concord	02	3535	8093	3886	7439
Concord Sta Wgn	02	1092	2625	1070	2184
Eagle 4 WD	03	1197	2655		
Eagle Sta Wgn	03	1464	3309		
Pacer	04	93	216	248	522
Pacer Sta Wgn	04	227	511	476	976
Matador				65	143
Matador Sta Wgn				33	71
TOTAL AMC	05	12338	26572	8393	16549
Chrysler Le Baron	07	4132	8585	6346	13445
Le Baron Sta Wgn	07	656	1305	1146	2477
Cordoba	08	3272	7500	5181	10647
Newport	09	1177	2508	3402	6698
New Yorker	09	1827	3727	2652	5289
Total	10	11064	23625	18727	38556
Plymouth Arrow */Champ *	21	6233	11859	2730	4941
Sapporo *	22	849	1485	889	1721
Horizon	23	11809	22716	15004	26045
Voyager				886	1612
Volare	24	5211	10782	8303	16526
Volare Sta Wgn	24	1477	2988	2711	5667
Fury				585	1240
Fury Sta Wgn				19	55
Gran Fury	25	487	887		
Total	26	26066	50717	31127	57807
Chrysler/Plymouth Div. Total		37130	74342	49854	96363
Dodge Colt */Hatch Back *	12	5799	10986	2661	4953
Colt Sta Wgn *	12	513	902	639	1161
Challenger *	13	1016	1978	1270	2438
Omni	14	9557	18295	12512	21998
Aspen	15	3868	8739	5222	11471
Aspen Sta Wgn	15	964	2210	2120	4442
Sportsman				2755	5120
Monaco				617	1226
Monaco Sta Wgn				24	48
Diplomat	16	1773	3713	2965	6813
Diplomat Sta Wgn	16	316	658	571	1167
Magnum XE/Mirada	17	2127	4164	2218	4688
St. Regis	18	1184	2239	1255	2465
Total	19	27117	53884	34829	67990
TOTAL CHRYSLER CORP.		64247	128226	84683	164353
Ford Fiesta *	28	6139	12460	5025	9328
Pinto	29	9382	19310	10679	20387
Pinto Sta Wgn	29	2564	5747	4334	8287
Fairmont	30	17415	35996	17432	35209
Fairmont Sta Wgn	30	5166	10514	6179	12591
Granada	31	5936	13449	11862	24790
Club Wgn				3279	6932
LTD II		470	1115	3714	8650
LTD	32	6627	16011	18793	39855
LTD Crown Victoria	32	1285	3039		
Ford Sta Wgn	32	2010	4856	4734	9984
Mustang	33	18036	37486	20895	41845
Thunderbird	34	13606	27399	15888	33000
Total	35	88636	187382	122814	250858
Lincoln Cont.	37	2386	6002	6376	13224
Cont Mark	38	3123	8240	4845	10310
Versailles	39	479	1148	1179	2620
Total	40	5988	15390	12400	26154
Mercury Bobcat	41	2244	4477	3076	5309
Bobcat Sta Wgn	41	450	1000	806	1483
Zephyr	42	5593	11533	6112	12322
Zephyr Sta Wgn	42	1352	2549	1559	2962
Monarch	43	2198	5346	4336	9249
Marquis	44	953	2484	2272	4433
Marquis Brougham	44	916	2311	1948	4007
Grand Marquis	44	1419	3360	2809	5555
Marquis Sta Wgn	44	583	1414	1268	2584
Cougar/XR7	45	5963	12714	10741	22080
Capri	46	4987	10527	6615	12690
Total	47	26658	57715	41542	82674
Lincoln Mercury Div. Total		32646	73105	53942	108828
TOTAL FORD MOTOR CO.		121282	260487	176756	359686

	Code No.	1980 MO	1980 YR	1979 MO	1979 YR
Buick Skyhawk	49	889	1839	1226	2387
Skylark	50	13134	25857	4038	8139
Century	51	8693	16544	2076	4261
Regal	51	13820	28883	18341	36442
Century Sta Wgn	51	1176	2660	2016	4008
Le Sabre	52	2016	4019	2289	4475
Le Sabre Limited	52	4546	9843	7002	14820
Electra 225	53	4675	10841	7599	15469
Buick Sta Wgn	52	912	1920	1301	2813
Riviera	54	3202	7039	4371	8241
Total	55	53063	109445	50259	101055
Opel * *Total*				1308	2643
Buick Div. Total		53063	109445	51567	103698
Cadillac De Ville	57	8742	20483	13589	29393
Fleetwood & Chassis	58	2533	5820	3172	6605
Eldorado	59	3886	8396	5058	9797
Seville	60	3209	7559	3891	8333
Total	61	18370	42258	25710	54128
Chevrolet Chevette	62	32219	63971	24569	44851
Camaro	63	9863	20767	18364	36676
Monza	64	11057	21408	9682	18900
Monza Sta Wgn	64	73	203	1675	3338
Citation	65	30090	60804	10461	23254
Spectrum				2469	4979
Malibu	66	14283	30121	18728	37784
Malibu Sta Wgn	66	4677	10197	7364	14565
Monte Carlo	67	12884	28055	19273	39446
Impala	68	9173	18607	12980	26332
Caprice	69	13968	28579	15920	33703
Chevrolet Sta Wgn	69	6676	13387	8150	16384
Corvette	70	2730	5548	2879	5919
Total	71	147693	301647	152514	306131
Oldsmobile Starfire	73	1061	2167	1451	2739
Omega	74	6134	11394	2032	4055
Cutlass Salon	75	12295	24118	3777	7619
Cutlass Supreme/Calais	75	18645	39141	28050	57964
Cutlass Sta Wgn	75	2355	4861	3419	6823
Delta 88	76	1553	3248	2601	5322
Delta 88 Royale	76	8692	18170	12970	25372
98	77	5003	11388	7826	16426
Oldsmobile Sta Wgn	76	1641	3751	2026	4402
Toronado	78	3035	6441	3932	7555
Total	79	60414	124679	68084	138277
Pontiac Sunbird	81	8977	16482	6150	11681
Sunbird Sta Wgn	81	10	30	357	682
Phoenix	82	7050	14507	3186	6135
LeMans	83	4669	9618	6531	13081
LeMans Sta Wgn	83	2206	4585	2473	4770
Catalina	84	1264	2705	2082	4364
Bonneville	85	3781	8397	6394	12793
Bonneville Brougham	85	3145	6698	3063	6390
Pontiac Sta Wgn	85	1295	2769	1969	4003
Grand Prix	86	8799	19700	13626	27894
Firebird	87	7059	15456	13122	26378
Total	88	48255	100947	58953	118171
TOTAL GM CORP.		327795	678976	356828	720405
(Checker)	90	165	445	287	572
Misc. Domestic	90	184	510	318	627
(Domestic Sponsored Imports) *		20549	39670	14522	27185
Other Imports Total	91	175573	359754	135632	254874
(Grand Total)		196122	399424	150154	282059
(Domestic Sta Wgn)		39342	84049	67189	135409
(Domestic Sponsored Import Sta Wgn)		513	902	639	1161
Grand Total					
All Registrations	92	701419	1454525	762610	1516494

SD-4074 1/80

* DOMESTIC SPONSORED IMPORTS INCLUDE ARROW/CHAMP, CHALLENGER, COLT, FIESTA, OPEL AND SAPPORO (MEMO TOTAL) - INCLUDED IN MAKE TOTALS

INCLUDES FEDERAL GOVERNMENT REGISTRATIONS

Service "E" State Government

This service is a statistical report of new car registrations, by make and series reflecting the U. S. Total of vehicles credited to STATE GOVERNMENT. The figures are memo totals because STATE GOVERNMENT vehicles are included in the individual state totals.

Published monthly, this service shows month and year-to-date totals for the current and previous year.

National New Vehicle Registration Service
Passenger Cars Service "E"

State Summary
For The State of STATE GOVERNMENT

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or sharing prohibited

	Code No	1980 MO	1980 YR	1979 MO	1979 YR
AMC Spirit/AMX	01	23	24		1
Concord *	02	56	61	260	353
Concord Sta Wgn	02	49	49	31	35
Eagle 4 WD	03				
Eagle Sta Wgn	03	1	1		
Pacer	04				
Pacer Sta Wgn	04			2	2
Matador				1	1
Matador Sta Wgn				9	11
TOTAL AMC	05	129	135	303	403
Chrysler Le Baron	07	2	4	1	2
Le Baron Sta Wgn	07				
Cordoba	08			2	3
Newport	09	3	5	320	430
New Yorker	09			2	2
Total	10	5	9	325	437
Plymouth Arrow */Champ *	21				
Sapporo *	22				
Horizon	23	14	47	4	5
Voyager				99	115
Volare	24	265	335	315	374
Volare Sta Wgn	24	20	28	44	80
Fury				14	25
Fury Sta Wgn					1
Gran Fury	25	79	104		
Total	26	378	514	476	600
Chrysler/Plymouth Div Total		383	523	801	1037
Dodge Colt */Hatch Back *	12				
Colt Sta Wgn *	12				
Challenger *	13				
Omni	14	2	3	2	2
Aspen	15	35	91	115	160
Aspen Sta Wgn	15	1	2	3	4
Sportsman				79	175
Monaco				95	115
Monaco Sta Wgn				3	3
Diplomat	16	17	29	5	8
Diplomat Sta Wgn	16				
Magnum XE/Mirada	17				
St. Regis	18	196	232	11	12
Total	19	251	357	313	479
TOTAL CHRYSLER CORP.		634	880	1114	1516
Ford Fiesta *	28				
Pinto	29	31	36	4	7
Pinto Sta Wgn	29	5	6		5
Fairmont	30	159	375	31	66
Fairmont Sta Wgn	30	33	43	3	4
Granada	31	14	21	5	16
Club Wgn				19	48
LTD II		7	7	100	137
LTD	32	32	38	2	19
LTD Crown Victoria	32		5		
Ford Sta Wgn	32	23	36	24	62
Mustang	33	1	2	1	1
Thunderbird	34	2	5	1	3
Total	35	307	574	190	368
Lincoln Cont.	37	1	2		
Cont Mark	38				1
Versailles	39				1
Total	40	1	2		2
Mercury Bobcat	41				
Bobcat Sta Wgn	41				
Zephyr	42	2	2		2
Zephyr Sta Wgn	42	14	15		
Monarch	43	1	2	4	5
Marquis	44				3
Marquis Brougham	44			1	1
Grand Marquis	44				1
Marquis Sta Wgn	44				
Cougar/XR7	45		1	1	3
Capri	46				
Total	47	17	20	6	15
Lincoln Mercury Div Total		18	22	6	17
TOTAL FORD MOTOR CO.		325	596	196	385

	Code No	1980 MO	1980 YR	1979 MO	1979 YR
Buick Skyhawk	49				1
Skylark	50	4	4		1
Century	51	3	4	6	6
Regal	51	2	5	6	7
Century Sta Wgn	51			1	1
Le Sabre	52	44	44	48	70
Le Sabre Limited	52	2	3		4
Electra 225	53	2	4	2	4
Buick Sta Wgn	52		1	1	1
Riviera	54		1		
Total	55	57	66	64	95
Opel * *Total*					
Buick Div Total		57	66	64	95
Cadillac De Ville	57	1	2	1	1
Fleetwood & Chassis	58				1
Eldorado	59		1		
Seville	60	2	2		
Total	61	3	5	1	2
Chevrolet Chevette	62	358	468	541	556
Camaro	63			12	15
Monza	64		2	5	5
Monza Sta Wgn	64			5	5
Citation	65	20	109	8	55
Sportvan				10	24
Malibu	66	64	84	47	84
Malibu Sta Wgn	66	4	16	7	8
Monte Carlo	67	2	2	8	9
Impala	68	26	83	199	226
Caprice	69	6	8	7	10
Chevrolet Sta Wgn	69	8	30	66	97
Corvette	70				
Total	71	488	802	915	1094
Oldsmobile Starfire	73	1	1		
Omega	74		4		
Cutlass Salon	75	3	5	3	3
Cutlass Supreme/Calais	75		5	4	8
Cutlass Sta Wgn	75		1		
Delta 88	76	1	1	20	54
Delta 88 Royale	76	15	19	4	5
98	77		4	10	14
Oldsmobile Sta Wgn	76			1	1
Toronado	78		2	1	1
Total	79	20	42	43	86
Pontiac Sunbird	81	1	1		
Sunbird Sta Wgn	81				
Phoenix	82	4	11		3
LeMans	83	1	3	11	11
LeMans Sta Wgn	83	4	4	1	1
Catalina	84	1	4	16	25
Bonneville	85	1	1	1	2
Bonneville Brougham	85	1	5	1	2
Pontiac Sta Wgn	85			6	17
Grand Prix	86		2	4	8
Firebird	87		1		
Total	88	13	32	40	69
TOTAL GM CORP.		581	947	1063	1346
(Checker)	90				
Misc. Domestic	90				
(Domestic Sponsored Imports) *					
Other Imports Total	91	36	43	8	21
(Grand Total)		36	43	8	21
(Domestic Sta Wgn)		162	232	414	700
(Domestic Sponsored Import Sta Wgn)					
Grand Total All Registrations	92	1705	2601	2684	3671

SD-4074 1/80

* DOMESTIC SPONSORED IMPORTS INCLUDE ARROW/CHAMP, CHALLENGER, COLT, FIESTA, OPEL AND SAPPORO (MEMO TOTAL) - INCLUDED IN MAKE TOTALS

Service "D"

Service "D" is a statistical report of new car registrations by make and series.

The geographical coverage is by STATE.

Published monthly, this service shows month and year-to-date totals for the current year and previous year.

The 51 STATE reports (Washington, D.C. is considered a state) and Federal Government equal the Service "E" U. S. Summary.

POLK STATISTICS

National New Vehicle Registration Service
Passenger Cars Service "D"

State Summary
For The State of MICHIGAN 21

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or sharing prohibited.

	Code No.	1980 MO.	1980 YR.	1979 MO.	1979 YR.
AMC Spirit/AMX	01	510	1111	334	829
Concord	02	375	1449	400	660
Concord Sta Wgn	02	109	730	163	303
Eagle 4 WD	03	53	174		
Eagle Sta Wgn	03	94	180		
Pacer	04	8	16	17	35
Pacer Sta Wgn	04	10	19	24	48
Matador				1	4
Matador Sta Wgn				1	2
TOTAL AMC	05	1159	3679	940	1881
Chrysler Le Baron	07	418	692	614	1173
Le Baron Sta Wgn	07	116	146	139	267
Cordoba	08	312	1180	444	884
Newport	09	72	189	414	825
New Yorker	09	133	298	359	551
Total	10	1051	2505	1970	3700
Plymouth Arrow */Champ *	21	185	481	151	265
Sapporo *	22	26	55	58	103
Horizon	23	907	1940	1889	3424
Voyager				86	161
Volare	24	495	905	1153	1762
Volare Sta Wgn	24	197	255	217	413
Fury				26	50
Fury Sta Wgn					2
Gran Fury	25	146	253		
Total	26	1956	3889	3560	6180
Chrysler/Plymouth Div Total		3007	6394	5530	9880
Dodge Colt */Hatch Back *	12	133	311	146	206
Colt Sta Wgn *	12	19	34	44	51
Challenger *	13	48	101	69	118
Omni	14	868	1583	1525	2698
Aspen	15	339	523	537	923
Aspen Sta Wgn	15	78	125	172	303
Sportsman				226	469
Monaco				27	52
Monaco Sta Wgn					
Diplomat	16	135	254	332	500
Diplomat Sta Wgn	16	64	85	64	107
Magnum XE/Mirada	17	391	619	269	500
St. Regis	18	111	253	227	391
Total	19	2186	3888	3638	6318
TOTAL CHRYSLER CORP.		5193	10282	9168	16198
Ford Fiesta *	28	478	1021	397	650
Pinto	29	487	1056	809	1423
Pinto Sta Wgn	29	128	284	334	530
Fairmont	30	1084	1896	1046	1920
Fairmont Sta Wgn	30	363	632	387	720
Granada	31	263	565	606	1171
Club Wgn				420	924
LTD II		11	28	174	394
LTD	32	223	643	954	1903
LTD Crown Victoria	32	58	224		
Ford Sta Wgn	32	85	241	254	479
Mustang	33	1110	2382	1717	3096
Thunderbird	34	1100	1898	965	1863
Total	35	5390	10860	8063	15073
Lincoln Cont.	37	161	539	768	1382
Cont Mark	38	172	513	432	817
Versailles	39	40	83	90	188
Total	40	373	1135	1290	2387
Mercury Bobcat	41	102	216	154	253
Bobcat Sta Wgn	41	33	60	48	83
Zephyr	42	387	692	449	756
Zephyr Sta Wgn	42	192	298	223	329
Monarch	43	148	377	341	605
Marquis	44	60	163	184	308
Marquis Brougham	44	75	156	231	385
Grand Marquis	44	240	425	531	749
Marquis Sta Wgn	44	102	178	170	270
Cougar/XR7	45	532	954	662	1239
Capri	46	417	799	649	1136
Total	47	2288	4318	3642	6113
Lincoln Mercury Div Total		2661	5453	4932	8500
TOTAL FORD MOTOR CO.		8051	16313	12995	23573

	Code No.	1980 MO.	1980 YR.	1979 MO.	1979 YR.
Buick Skyhawk	49	55	95	76	142
Skylark	50	1002	2273	221	356
Century	51	335	728	157	288
Regal	51	616	1234	1290	2145
Century Sta Wgn	51	29	79	103	185
Le Sabre	52	125	211	145	224
Le Sabre Limited	52	334	655	446	861
Electra 225	53	294	631	525	1049
Buick Sta Wgn	52	51	136	90	151
Riviera	54	190	484	500	885
Total	55	3031	6526	3553	6286
Opel * *Total*				84	133
Buick Div Total		3031	6526	3637	6419
Cadillac De Ville	57	331	735	682	1349
Fleetwood & Chassis	58	106	242	164	326
Eldorado	59	219	454	388	744
Seville	60	149	347	174	353
Total	61	805	1778	1408	2772
Chevrolet Chevette	62	2104	4319	2753	4463
Camaro	63	356	842	1108	2012
Monza	64	704	1416	931	1603
Monza Sta Wgn	64		2	101	159
Citation	63	2256	4373	535	1036
Sportvan				238	450
Malibu	66	553	1137	832	1647
Malibu Sta Wgn	66	171	327	372	695
Monte Carlo	67	445	958	1044	1921
Impala	68	481	869	706	1275
Caprice	69	838	1655	966	1838
Chevrolet Sta Wgn	69	345	641	452	831
Corvette *	70	183	408	349	651
Total	71	8436	16947	10387	18581
Oldsmobile Starfire	73	55	113	137	265
Omega	74	350	728	134	218
Cutlass Salon	75	634	1250	300	620
Cutlass Supreme/Calais	75	751	1524	1716	3052
Cutlass Sta Wgn	75	91	179	194	340
Delta 88	76	81	163	180	333
Delta 88 Royale	76	525	1008	863	1540
98	77	294	646	520	997
Oldsmobile Sta Wgn	76	81	160	129	208
Toronado	78	268	549	423	857
Total	79	3130	6320	4596	8430
Pontiac Sunbird	81	524	1076	597	1018
Sunbird Sta Wgn	81	1	2	23	42
Phoenix	82	468	1010	197	318
LeMans	83	239	496	484	903
LeMans Sta Wgn	83	113	217	151	255
Catalina	84	58	132	117	283
Bonneville	85	250	499	475	872
Bonneville Brougham	85	213	431	229	480
Pontiac Sta Wgn	85	61	146	116	234
Grand Prix	86	470	863	885	1634
Firebird	87	269	650	1002	1813
Total	88	2666	5522	4276	7852
TOTAL GM CORP.		18068	37093	24304	44054
(Checker)	90	8	12	5	6
Misc. Domestic	90	9	17	9	10
(Domestic Sponsored Imports) *		889	2003	949	1526
Other Imports *Total*	91	4143	8217	3632	6150
(Grand Total)		5032	10220	4581	7676
(Domestic Sta Wgn)		2514	5122	4897	8960
(Domestic Sponsored Import Sta Wgn)		19	34	44	51
Grand Total All Registrations	92	36623	75601	51048	91866

80-4074 1/80

* DOMESTIC SPONSORED IMPORTS INCLUDE ARROW/CHAMP, CHALLENGER, COLT, FIESTA, OPEL AND SAPPORO. (MEMO TOTAL) - INCLUDED IN MAKE TOTALS

Excludes Federal Government Registrations

Service "D" Federal Government

This service is a statistical report of new car registrations, by make and series reflecting vehicles credited to FEDERAL GOVERNMENT.

Published monthly, the report shows month and year-to-date totals for the current and previous year.

National New Vehicle Registration Service
Passenger Cars Service "D"

State Summary
For The State of FEDERAL GOVERNMENT

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or sharing prohibited.

	Code No.	1980 MO.	1980 YR.	1979 MO.	1979 YR.
AMC Spirit/AMX	01				
Concord	02	2	2	9	9
Concord Sta Wgn	02				
Eagle 4 WD	03				
Eagle Sta Wgn	03	1	2		
Pacer	04				
Pacer Sta Wgn	04				
Matador				1	2
Matador Sta Wgn					
TOTAL AMC	05	3	4	10	11
Chrysler Le Baron	07	1	1		
Le Baron Sta Wgn	07				
Cordoba	08				
Newport	09				
New Yorker	09				
Total	10	1	1		
Plymouth Arrow */Champ *	21				
Sapporo *	22				
Horizon	23				
Voyager					3
Volare	24	1	1		4
Volare Sta Wgn	24	8	9		15
Fury				1	1
Fury Sta Wgn					1
Gran Fury	25		1		
Total	26	9	11	1	24
Chrysler/Plymouth Div Total		10	12	1	24
Dodge Colt */Hatch Back *	12				
Colt Sta Wgn *	12				
Challenger *	13				
Omni	14				
Aspen	15	1	2	10	10
Aspen Sta Wgn	15				
Spartsman				390	526
Mopaco					1
Monaco Sta Wgn					
Diplomat	16		1		
Diplomat Sta Wgn	16				
Magnum XE/Mirada	17				
St. Regis	18		1		
Total	19	1	4	400	537
TOTAL CHRYSLER CORP.		11	16	401	561
Ford Fiesta *	28				
Pinto	29			1	9
Pinto Sta Wgn	29			7	7
Fairmont	30	3	7	1	5
Fairmont Sta Wgn	30				36
Granada	31	3	11		1
Club Wgn				2	17
LTD II				3	10
LTD	32	3	15	6	22
LTD Crown Victoria	32				
Ford Sta Wgn	32		2		2
Mustang	33		1		1
Thunderbird	34		1		1
Total	35	9	37	20	111
Lincoln Cont.	37				
Cont Mark	38				
Versailles	39				
Total	40				
Mercury Bobcat	41				
Bobcat Sta Wgn	41				1
Zephyr	42				
Zephyr Sta Wgn	42				
Monarch	43	1	1		
Marquis	44			1	1
Marquis Brougham	44				
Grand Marquis	44				
Marquis Sta Wgn	44				
Cougar/XR7	45			1	1
Capri	46				
Total	47	1	1	2	3
Lincoln Mercury Div Total		1	1	2	3
TOTAL FORD MOTOR CO.		10	38	22	114

	Code No.	1980 MO.	1980 YR.	1979 MO.	1979 YR.
Buick Skyhawk	49				
Skylark	50	1	3		1
Century	51	2	3	10	10
Regal	51	2	2		
Century Sta Wgn	51				
Le Sabre	52			1	1
Le Sabre Limited	52		1	1	7
Electra 225	53		1	1	2
Buick Sta Wgn	52				
Riviera	54				
Total	53	5	10	13	21
Opel * *Total*					
Buick Div Total		5	10	13	21
Cadillac De Ville	57				
Fleetwood & Chassis	58				
Eldorado	59			1	1
Seville	60				
Total	61			1	1
Chevrolet Chevette	62	1	7	2	25
Camaro	63			1	1
Monza	64				
Monza Sta Wgn	64				
Citation	65	3	13		1
Sportvan				15	18
Malibu	66	10	44	11	15
Malibu Sta Wgn	66	1	3	1	1
Monte Carlo	67	1	2	2	5
Impala	68	19	41	21	44
Caprice	69	5	17	2	4
Chevrolet Sta Wgn	69	5	5	3	4
Corvette	70				1
Total	71	45	132	58	119
Oldsmobile Starfire	73				
Omega	74		1		1
Cutlass Salon	73	5	10		
Cutlass Supreme/Calais	73	2	7	2	4
Cutlass Sta Wgn	73				
Delta 88	76		1		1
Delta 88 Royale	76	6	8	3	4
98	77			1	1
Oldsmobile Sta Wgn	76				
Toronado	78				1
Total	79	13	27	6	12
Pontiac Sunbird	81				1
Sunbird Sta Wgn	81				
Phoenix	82	1	1		1
LeMans	83		2		1
LeMans Sta Wgn	83		1		
Catalina	84	1	1		6
Bonneville	85	1	4		1
Bonneville Brougham	85				
Pontiac Sta Wgn	85				3
Grand Prix	86	1	1		1
Firebird	87				
Total	88	4	10		14
TOTAL GM CORP.		67	179	78	167
(Checker)	90				
Misc. Domestic	90				
(Domestic Sponsored Imports) *					
Other Imports *Total*	91	1	10	1	2
(Grand Total)		1	10	1	2
(Domestic Sta Wgn)		15	22	418	634
(Domestic Sponsored Import StaWgn)					
Grand Total					
All Registrations	92	92	247	512	855

SD-4074 1/80

* DOMESTIC SPONSORED IMPORTS INCLUDE ARROW/CHAMP, CHALLENGER, COLT, FIESTA, OPEL AND SAPPORO (MEMO TOTAL) - INCLUDED IN MAKE TOTALS

Service "A"

Service "A" is a statistical report of new car registrations by make and series.

The geographical coverage is by individual COUNTIES accumulated to a state total.

Published monthly, this service shows month and year-to-date totals for the current year.

Polk National New Vehicle Registration Service PASSENGER CARS Service "A" Report

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED

*INCLUDES STA WGN

(DEMO TOTAL) INCLUDED IN MAKE TOTALS		STATE TOTAL		ALCONA		ALGER		ALLEGAN		ALPENA		ANTRIM		ARENAC		BARAGA		BARRY	
MAKE & MODEL	CODE NO	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
SPIRIT	01	510	1111																
CONCORD*	02	484	2179					1											
EAGLE 4 WD*	03	147	354			1												1	
PACER*	04	18	35																
AMC TOTAL	05	1159	3679	1	2	1	2	2	1	3	6		2			1	1	2	3
STA WGN (MEMO)*	06	213	929																
CHRYSLER LE BARON*	07	534	838																
CORDOBA	08	312	1180					1		1									
NEWPORT/NEW YORKER	09	205	487																
CHRYSLER TOTAL	10	1051	2504					1		1					2				
STA WGN (MEMO)*	11	116	146																
DODGE COLT*/HATCHBACK	12	152	343					1	2										
CHALLENGER	13	48	101																
OMNI	14	868	1583					8	15	1	1	1	1	1	1	3	8	1	4
ASPEN*	15	417	648					1	2	1	1								
DIPLOMAT*	16	199	339																
MAGNUM XE/MIRADA	17	391	619					1										1	
ST. REGIS	18	111	255															1	
DODGE TOTAL	19	2186	3888					11	21	3	3	2	2	1	1	4	9	5	8
STA WGN (MEMO)*	20	161	244																
PLYMOUTH ARROW/CHAMP	21	185	481					2	3										1
SAPPORO	22	26	55																
HORIZON	23	907	1940	1	2	3	3	6	13	2	5	2	3	2	3			1	2
VOLARE*	24	692	1160					2	3										
GRAN FURY	25	146	254																
PLYMOUTH TOTAL	26	1956	3889	1	2	4	4	11	21	2	5	4	5	2	3			4	10
STA WGN (MEMO)*	27	197	255																
FORD FIESTA	28	478	1021		2												2		
PINTO*	29	615	1340					3	11	1					1			2	
FAIRMONT*	30	1447	2528	1	4			10	15	3	3	2	2	3	3	2	2	6	6
GRANADA	31	263	555																
LTD*	32	377	1136					1	3	2	2	1	1	1	2		1	2	3
MUSTANG	33	1110	2382					8	10	3	4	2	2	2	3	1	1	3	5
THUNDERBIRD	34	1100	1898					8	10	3	4	2	2	2	3	1	1	3	5
FORD TOTAL	35	5390	10860	1	6	4	4	31	60	8	21	11	15	7	12	1	4	13	26
STA WGN (MEMO)*	36	576	1157					4	8										
LINCOLN CONT	37	181	539																
CONT MARK	38	172	513					1	3										
VERSAILLES	39	40	83																
LINCOLN TOTAL	40	373	1135					1	3										
MERCURY BOBCAT*	41	135	276																1
ZEPHYR*	42	579	990					1	1										
MONARCH	43	148	377																
MARQUIS*	44	477	922					1	2						1				1
COUGAR/XR7	45	532	954			1	1	3	5		1	2	2				1		
CAPRI	46	417	799																
MERCURY TOTAL	47	2288	4319	1	1	1	2	6	10		1	2	2	1	1		1	3	2
STA WGN (MEMO)*	48	327	536					2	3										
BUICK SKYHAWK	49	55	95																
SKYLARK	50	1002	2273		1	1	1	3	10	3	6		3					2	6
CENTURY*/REGAL	51	980	2041					3	7	2	3							2	1
LESABRE*/LESABRE LTD	52	510	1002					1	3										
ELECTRA	53	294	631					1	2	1	2	2	2					1	1
RIVIERA	54	190	484																
BUICK TOTAL	55	3031	8528	1	1			8	22	6	11	2	5		1			5	10
STA WGN (MEMO)*	56	80	219	1	1														
CADILLAC DEVILLE	57	331	735							1	1								1
FLEETWOOD & CHASSIS	58	106	243																
ELDORADO	59	219	454							1	1								
SEVILLE	60	149	346					1	1										
CADILLAC TOTAL	61	805	1778					1	1	2	2								1
CHEVROLET CHEVETTE	62	2104	4319	3	4			11	21	4	10	4	5	5	8	1	1	10	31
CAMARO	63	1006	2179					8	9	3	4	2	2	1	1			4	7
MONZA*	64	704	1418	2	3			6	12	2	3	2	2	1	1			2	4
CITATION	65	2256	4373	4	8	3	6	10	20	5	10	1	4	2	8	2	6	12	26
MALIBU*	66	724	1464	2	2	2	3	4	8	2	4	1	2	1	2	1	2	4	8
MONTE CARLO	67	445	958					3	6	1	2							2	4
IMPALA*	68	646	1159	2	2	1	1	5	10	3	5	1	2	2	2	1	2	2	4
CAPRICE*	69	1018	2006	1	2	2	2	8	10	3	4	1	1	2	2			2	2
CORVETTE	70	183	408																
CHEVROLET TOTAL	71	8438	16947	14	24	5	13	41	82	26	51	9	16	14	30	4	10	39	67
STA WGN (MEMO)*	72	516	970	3	3	1	2	5	8	2	3	1	1	1	2			3	5
OLDSMOBILE STARFIRE	73	55	113																
OMEGA	74	350	728		1			2	4	1	2							1	2
CUTLASS*	75	1476	2953	1	1	1	2	3	8	2	4	1	2	1	2	1	2	2	4
DELTA 88*/ROYALE	76	687	1331		2			2	4	1	2	1	2					1	2
98	77	294	646																
TORONADO	78	268	549					1	2									1	2
OLDSMOBILE TOTAL	79	3130	6320	2	5	1	2	8	18	4	8	2	4	2	4	1	2	5	11
STA WGN (MEMO)*	80	172	339																
PONTIAC SUNBIRD*	81	525	1078					2	4	1	2			1	2				
PHOENIX	82	468	1010		1			2	4	1	2							1	2
LEMANS*	83	352	713					1	2									1	2
CATALINA*	84	80	188																
GRAND*/BONN VILLE	85	502	1020					1	2									1	2
GRAND PRIX	86	470	863		1			1	2						1				
FIREBIRD	87	269	650																
PONTIAC TOTAL	88	2266	5522		2			5	12	2	4			1	3			3	6
STA WGN (MEMO)*	89	178	385																
MISC. DOMESTIC	90	3	17																
OTHER IMPORTS	91	413	821	2	3	1	1	2	4	1	2	1	1	1	1			1	2
GRAND TOTAL	92	35623		23	49	19	35	151	334	77	163	43	69	35	68	10	38	108	195
ALL REGISTRATIONS			75601																

601 1-80

EXCLUDES FEDERAL GOVERNMENT REGISTRATIONS.

Polk National New Vehicle Registration Service PASSENGER CARS Service "A" Report

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED

•INCLUDES STA HGN

(MEMO TOTAL) INCLUDED IN MAKE TOTALS		STATE TOTAL		WASHTENAW		WAYNE		HEXFORD		STATE GOVT		EXCL STGOV							
MAKE & MODEL	CODE NO	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
SPIRIT	01			9	17	58	119					510	1111						
CONCORD•	02				6	71	164					484	2179						
EAGLE 4 WD•	03					40	103					147	354						
PACER•	04											18	35						
AMC TOTAL	05			17	31	173	394	2				1159	3679						
STA WGN (MEMO)•	06						91					21	92						
CHRYSLER LE BARON•	07					398	571					534	838						
CORDOBA	08					238	1005					312	1180						
NEWPORT/NEW YORKER	09					120	291					205	487						
CHRYSLER TOTAL	10					756	1867					1051	2504						
STA WGN (MEMO)•	11					105	115					116	146						
DODGE COLT•/HATCHBACK	12						87					150	345						
CHALLENGER	13						35					48	101						
OMNI	14					367	576					868	1583						
ASPEN•	15					298	448					417	648						
DIPLOMAT•	16					139	220					199	339						
MAGNUM XE/MIRADA	17					319	488					391	619						
ST. REGIS	18					64	157					111	253						
DODGE TOTAL	19																		
STA WGN (MEMO)•	20					129	180					161	244						
PLYMOUTH ARROW/CHAMP	21					67	231					185	481						
DIAMOND	22						26					26	53						
HORIZON	23																		
VOLARE•	24																		
GRAN FURY	25					36	107					101	188						
PLYMOUTH TOTAL	26																		
STA WGN (MEMO)•	27					160	193					197	255						
FORD FIESTA	28																		
PINTO•	29																		
FAIRMONT•	30																		
GRANADA	31																		
LTD•	32																		
MUSTANG	33																		
THUNDERBIRD	34																		
FORD TOTAL	35																		
STA WGN (MEMO)•	36																		
LINCOLN CONT	37																		
CONT MARK	38																		
VERSAILLES	39																		
LINCOLN TOTAL	40																		
MERCURY BOBCAT•	41																		
ZEPHYR•	42																		
MONARCH	43																		
MARQUIS•	44																		
COUGAR/XR7	45																		
CAPRI	46																		
MERCURY TOTAL	47																		
STA WGN (MEMO)•	48																		
BUICK SKYHAWK	49																		
SKYLARK	50																		
CENTURY•/REGAL	51																		
LESABRE•/LESABRE LTD	52																		
ELECTRA	53																		
RIVIERA	54																		
BUICK TOTAL	55																		
STA WGN (MEMO)•	56																		
CADILLAC DEVILLE	57																		
FLEETWOOD & CHASSIS	58																		
ELDORADO	59																		
SEVILLE	60																		
CADILLAC TOTAL	61																		
CHEVROLET CHEVETTE	62																		
CAMARO	63																		
MONZA•	64																		
CITATION	65																		
MALIBU•	66																		
MONTE CARLO	67																		
IMPALA•	68																		
CAPRICE•	69																		
CORVETTE	70																		
CHEVROLET TOTAL	71																		
STA WGN (MEMO)•	72																		
OLDSMOBILE STARFIRE	73																		
OMEGA	74																		
CUTLASS•	75																		
DELTA 88•/NOVALE	76																		
98	77																		
TORONADO	78																		
OLDSMOBILE TOTAL	79																		
STA WGN (MEMO)•	80																		
PONTIAC SUNBIRD•	81																		
PHOENIX	82																		
LEMANS•	83																		
CATALINA•	84																		
BONN•/BONN BRO	85																		
GRAND PRIX	86																		
FIREBIRD	87																		
PONTIAC TOTAL	88																		
STA WGN (MEMO)•	89																		
MISC. DOMESTIC	90																		
OTHER IMPORTS	91																		
GRAND TOTAL	92			194	408	796	1705	14	25			414	821						
ALL REGISTRATIONS				885		11428		89		124		36498							
601 1-80					1736		23758		134		243		75358						

EXCLUDES FEDERAL GOVERNMENT REGISTRATIONS.

Service "C"

Service "C" is a statistical report of new car registrations compiled by make and series.

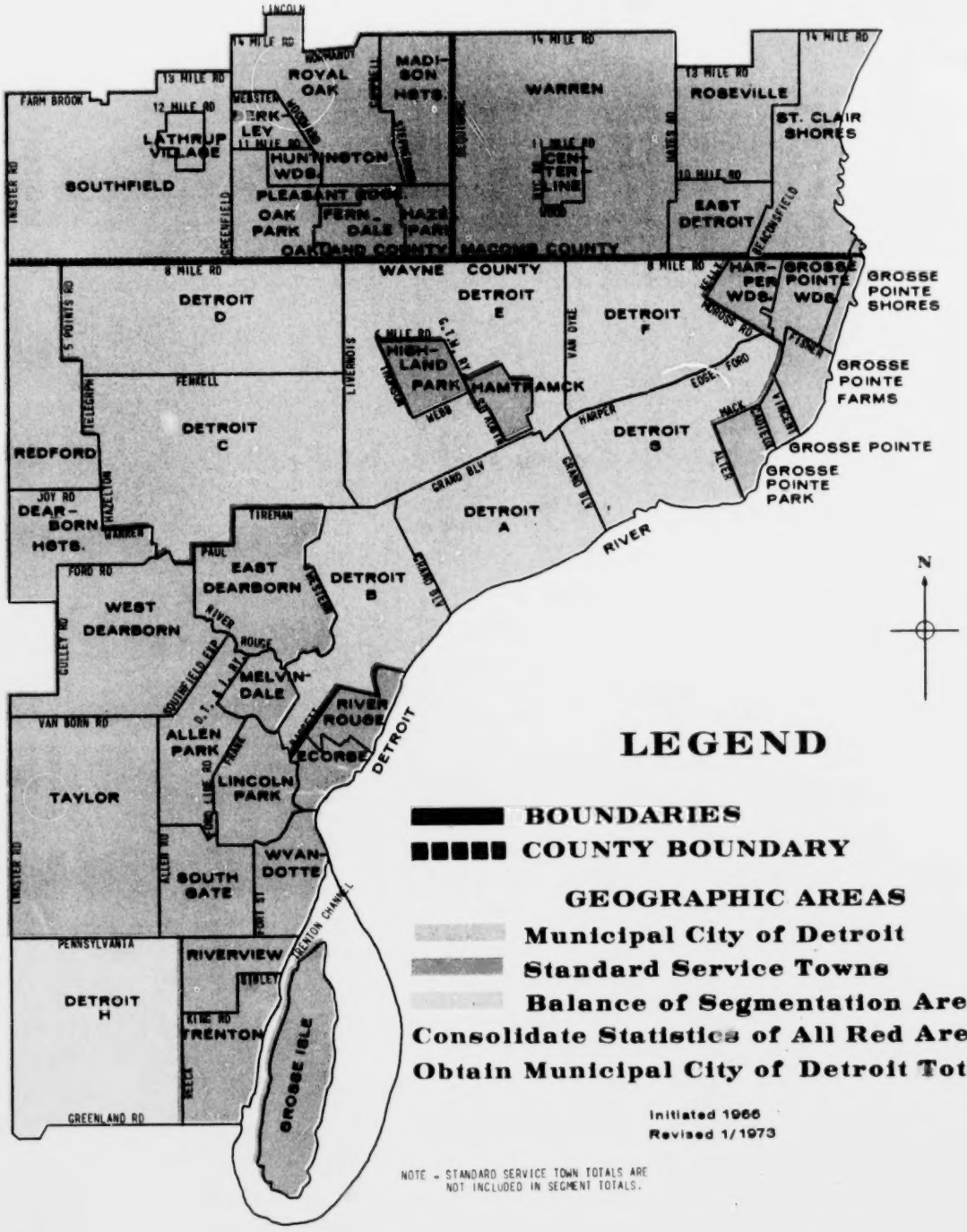
The geographical coverage is by individual POST OFFICE TOWNS accumulated to a county total.

Published monthly, the report shows month and year-to-date totals for the current year.

Certain select cities are arranged by individual Market Segments.

DETROIT MARKET SEGMENTATION AREA

M11



LEGEND

BOUNDARIES

COUNTY BOUNDARY

GEOGRAPHIC AREAS

Municipal City of Detroit

Standard Service Towns

Balance of Segmentation Area

Consolidate Statistics of All Red Areas to Obtain Municipal City of Detroit Total.

Initiated 1966
Revised 1/1973

NOTE - STANDARD SERVICE TOWN TOTALS ARE NOT INCLUDED IN SEGMENT TOTALS.

Polk National New Vehicle Registration Service PASSENGER CARS Service "C" Report

11944

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED

•INCLUDES STA WGN

MAKE & MODEL	CODE NO.	COUNTY TOTAL MO.	COUNTY TOTAL YR.	ALLEN PARK MO.	ALLEN PARK YR.	BELLEVILLE MO.	BELLEVILLE YR.	DEARBORN HTS MO.	DEARBORN HTS YR.	DETROIT-A MO.	DETROIT-A YR.	DETROIT-B MO.	DETROIT-B YR.	DETROIT-C MO.	DETROIT-C YR.	DETROIT-D MO.	DETROIT-D YR.	DETROIT-E MO.	DETROIT-E YR.
(MEMO TOTAL) INCLUDED IN MAKE TOTALS																			
SPIRIT	01	58	119																
CONCORD•	02	71	164	3	3			1	3	3	4	3	7	1	3	3	7	2	5
EAGLE 4 WD•	03	40	103					2	2	1	1		3	1	3	2	7	1	5
PACER•	04	4	8	1	1														
AMC TOTAL	05	173	394	7	7	1	6	8	9	3	11	4	8	6	13	7	27	5	8
STA WGN (MEMO)•	06	45	91	2	2														
CHRYSLER LE BARON•	07	398	571	1	2			4	7	12	15	2	3	4	5	2	3	2	2
CORDOBA	08	232	1005	2	2			2	3	3	7	2	3	2	3	1	3	2	2
NEWPORT/NEW YORKER	09	120	291			1	1			7	10	2	3	2	3	1	2	1	1
CHRYSLER TOTAL	10	750	1867	3	4	1	2	6	11	22	42	4	9	15	24	13	27	13	27
STA WGN (MEMO)•	11	105	115					1	2	1	2								
DODGE COLT•/HATCHBACK	12	43	87	1	3			1						1	2	1	1		
CHALLENGER	13	14	35							1	1					1	3	2	5
OMNI	14	367	576	3	5	5	11	4	6	5	13	2	6	9	17	8	19	6	13
ASPEN•	15	298	442							1	1								
DIPLOMAT•	16	133	220	1	1														
MAGNUM XE/MIRADA	17	319	488	1	1					7	10			2	3	3	10	2	8
ST. REGIS	18	63	157																
DODGE TOTAL	19	1238	2005	6	11	6	14	4	11	33	46	5	15	15	36	14	37	3	5
STA WGN (MEMO)•	20	129	180				1							1	1			1	1
PLYMOUTH ARROW/CHAMP	21	67	231		2	1	1	1	3					2	4	2	7	4	7
SAPPORO	22	13	26							1	2								1
HORIZON	23	197	456	2	4	3	5	5	13	3	11	2	3	10	20	5	15	11	22
VOLARE•	24	402	635	1	2	1	3	5	7	7	11	2	3	3	4	5	8	12	26
GRAN FURY	25	36	107											1	1				1
PLYMOUTH TOTAL	26	715	1455	3	8	5	9	10	22	11	26	8	30	15	30	16	34	28	87
STA WGN (MEMO)•	27	160	193																
FORD FIESTA	28	220	463	4	10	2	2	79	175	19	22	1	1	3	5	3	4	1	1
PINTO•	29	199	534	3	3	2	7	55	163	12	40	3	6	3	11	26	27	5	9
FAIRMONT•	30	581	1098	9	16	7	9	180	326	58	85	7	13	22	32	26	45	16	24
GRANADA	31	96	239	1	2		1	23	70	9	18	5	11	6	9	3	5	4	10
LTD•	32	173	604	1	2	2	2	84	281	9	18	7	10	6	18	3	11	3	11
MUSTANG	33	493	1179	7	17	4	14	230	527	18	29	4	10	10	21	15	28	7	18
THUNDERBIRD	34	561	1049	5	9	5	8	193	408	12	27	7	7	20	36	8	40	5	32
FORD TOTAL	35	2323	5160	30	60	18	41	843	1948	137	231	40	68	73	132	108	165	68	138
STA WGN (MEMO)•	36	264	595	3	5	2	2	127	275	18	28				14	6	9		10
LINCOLN CONT	37	110	428				1	54	261	1	5					3	8	2	10
CONT MARK	38	114	371					62	219	2	5	2	3	3	8	3	10	1	4
VERSAILLES	39	29	64					17	47										
LINCOLN TOTAL	40	253	863		1		1	133	527	4	9	2	6	3	8	6	23	3	14
MERCURY BOBCAT•	41	61	142					20	62	8	9			1	2				1
ZEPHYR•	42	332	607	5	8	3	3	163	266	5	11	2	2	2	6	3	5	1	9
MONARCH	43	52	194				1	27	87	2	8								
MARQUIS•	44	381	671	3	8	1	2	274	428	8	16	2	4	2	3	2	6	3	9
COUGAR/XR7	45	328	635	5	7	2	3	129	274	5	9	1	3	1	3	1	3	2	6
CAPRI	46	233	482	4	6	1	1	110	220	5	9			1	3	1	2	1	2
MERCURY TOTAL	47	1407	2731	17	30	9	19	727	1335	31	64	7	13	17	41	21	30	13	32
STA WGN (MEMO)•	48	253	401	1	3		2	158	230	3	4	2	2					1	5
BUICK SKYHAWK	49	15	18																
SKYLARK	50	188	417	1	3	1	1	5	11	7	14	6	14	10	26	14	28	8	20
CENTURY•/REGAL	51	291	544	5	8	3	3	9	9	27	46	8	12	12	30	14	34	25	42
LESABRE•/LESABRE LTD	52	80	140	2	4	3	3	3	4	6	13	2	3	2	7	3	11	2	10
ELECTRA	53	78	149	3	3					3	8	5	7	12	15	7	19	14	24
RIVIERA	54	42	104					4	7	1	1			2	2	1	1	1	1
BUICK TOTAL	55	694	1372	11	20	6	11	13	26	47	93	24	44	47	89	48	102	56	115
STA WGN (MEMO)•	56	10	22					1	1	2	3							1	2
CADILLAC DEVILLE	57	110	255	2	4	1	2	6	6	7	27	4	11	10	19	12	30	15	31
FLEETWOOD & CHASSIS	58	47	109	1	1					2	7	2	20			1	5		5
ELDORADO	59	67	146	1	1			1	3	11	18	1	15	4	6	10	21	7	18
SEVILLE	60	61	122							5	11	2	11	4	8	10	18	8	17
CADILLAC TOTAL	61	285	632	4	6	1	2	7	15	25	66	9	57	21	53	34	76	30	81
CHEVROLET CHEVETTE	62	321	643	6	12	8	26	3	14	21	35	9	18	27	53	16	38	15	33
CAMARO	63	103	253					5	9	26	45	1	5	6	18	4	8	6	10
MONZA•	64	115	249	3	6	3	6	6	10	11	15	6	11	6	26	4	16	7	18
CITATION	65	331	669	13	24	8	13	13	30	10	34	4	14	13	33	18	30	17	29
MALIBU•	66	177	309	3	4	3	4	3	4	6	6	1	7	12	33	8	16	7	21
MONTE CARLO	67	111	234	3	5	3	3	5	7	2	6	2	4	9	16	5	20	7	16
IMPALA•	68	109	179	1	1	1	1	5	5	16	24	5	9	5	11	2	6	10	17
CAPRICE•	69	288	546	4	5	3	3	5	11	50	116	8	16	18	43	20	31	29	52
CORVETTE	70	39	69	1	1	1	1	1	1	5	6	1	1	1	3	2	2	2	2
CHEVROLET TOTAL	71	1594	3151	33	63	31	68	25	68	224	380	31	76	98	238	79	161	100	208
STA WGN (MEMO)•	72	126	222	3	4	2	2	2	5	41	64	1	7	3	7	4	5	7	13
OLDSMOBILE STARFIRE	73	5	16																
OMEGA	74	51	102	4	8	1	2	1	2	5	4	1	7	2	6	1	3	4	6
CUTLASS•	75	334	653	7	14	4	5	14	30	31	51	6	20	15	31	30	56	13	28
DELTA 88•/ROYALE	76	125	233	6	10	1	4	1	2	14	21	2	6	7	10	11	17	7	12
98	77	77	147	1	1			1	1	6	13			2	8	2	11	1	2
TORONADO	78	48	117		1			1	1	6	13		1	2	7	1	7	4	10
OLDSMOBILE TOTAL	79	640	1268	18	29	6	13	23	48	81	109	8	30	30	70	37	112	43	83
STA WGN (MEMO)•	80	28	66					1	1	4	5								
PONTIAC SUNBIRD•	81	106	228	1	3	1	4	1	3	5	8	2	3	2	5	2	5	1	3
PHOENIX	82	71	181			1	1	3	8	4	7			2	4	1	4	1	4
LEMANS•	83	61	114					1	1	4	12			2	3	3	10	1	5
CATALINA•	84	8	24							1	1								
BONN•/BONN BRO	85	112	218	1	3			2	5	10	25	2	12	2	7	3	19	3	14
GRAND PRIX	86	135	241	3	3	1	2	2	3	8	19	2	5	5	7	10	26	9	16
FIREBIRD	87	61	148							3	9	2	4	2	5	2	8	1	7
PONTIAC TOTAL	88	554	1135	5	13	3	9	9	18	30	85	8	21	33	71	33	85	41	79
STA WGN (MEMO)•	89	22	51		1					1	7				2		4		
MISC. DOMESTIC	90																		
OTHER IMPORTS	91	796	1705	17	43	13	29	32	89	43	77	20	37	66	165	58	128	34	86
GRAND TOTAL ALL REGISTRATIONS	92	11422	23758	154	297	100	224	1840	4105	669	1231	187	412	506	1124	500	993	469	1006

602 1-80

MONTH FEBRUARY 1980 PAGE 1 OF 6 STATE MICH 21 COUNTY WAYNE 163 133

Polk National New Vehicle Registration Service PASSENGER CARS Service "C" Report

11945

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED

*INCLUDES STA WGN

(MEMO TOTAL) INCLUDED IN MAKE TOTALS		COUNTY TOTAL		DETROIT-F		DETROIT-G		DETROIT-H		E DEARBORN		ECORSE		FLAT ROCK		GARDEN CTY		GROSSE ILE	
MAKE & MODEL	CODE	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
SPIRIT	01			1	1														
CONCORD*	02			1	2	2	3	2	2	1	2			1	1	1	1	1	
EAGLE 4 WD*	03										1								
PACER*	04																		
AMC TOTAL	05			2	3	2	5	2	3	1	3			2	4	3	2	4	
STA WGN (MEMO)*	06																		
CHRYSLER LE BARON*	07			1	2	1	2									1		1	1
CORDOBA	08				2	1	6			1	1			1			1		
NEWPORT/NEW YORKER	09			5	10	4	8												
CHRYSLER TOTAL	10			6	14	5	16			1	1			1		1	1	1	1
STA WGN (MEMO)*	11				1	1	1			2	3	1	1						
DODGE COLT*/HATCHBACK	12			3	4	1	2									1	1	1	1
CHALLENGER	13									1	1								
OMNI	14			18	38	10	20												
ASPEN*	15			12	22	3	5			2	4			1	1	3	8	1	6
DIPLOMAT*	16																		
MAGNUM XE/MIRADA	17			4	7	2	2	1	1	1	1					3	3		
ST. REGIS	18			1	1													1	1
DODGE TOTAL	19			43	85	20	44	1	1	6	13			1	1	6	16	2	9
STA WGN (MEMO)*	20			1	1													1	1
PLYMOUTH ARROW/CHAMP	21			2	5	2	5			1	1					1	3		
SAPPORO	22																		
HORIZON	23			15	33	10	25		2	3	8	1	1	1	1	1	1	1	2
VOLARE*	24			13	19	2	5			1	4					3	3		
GRAN FURY	25																		
PLYMOUTH TOTAL	26			36	65	14	37		2	4	13	1	1	1	1	5	7	1	2
STA WGN (MEMO)*	27																		
FORD FIESTA	28			1	2					2	2								
PINTO*	29			5	7	1	3	1	3	8	67	1	2	3	5	3	6	2	3
FAIRMONT*	30			18	26	11	15	3	7	4	130			3	5	9	11	3	4
GRANADA	31							1	3										
LTD*	32			6	8	1	1			28	140			1		3	4	2	2
MUSTANG	33			6	8	3	5	2	2	5	21					3	4	1	1
THUNDERBIRD	34			10	14	4	11	2	4	7	18	1		2	2	4	5		
FORD TOTAL	35			45	77	26	46	13	32	24	825	2		13	25	25	47	8	13
STA WGN (MEMO)*	36			2	4					3	13			1	1	5	7	1	1
LINCOLN CONT	37			2	4	2	3	1	1	2	8						2		
CONT MARK	38									2	8								
VERSAILLES	39										1								
LINCOLN TOTAL	40	2	4	2	4	1	1			4	19						2		
MERCURY BOBCAT*	41			1	1					1	3					3	4		
ZEPHYR*	42			2	2	1	3	3	3	9	18			1	1	2	2	1	2
MONARCH	43			3	3					1	5						2		
MARQUIS*	44			2	3	1	4	2	2	1	2			1		4	6		
COUGAR/XR7	45			2	2	2	5	2	2	8	17	1				3	4	2	2
CAPRI	46			1	2			1	1	5	12					3	3		
MERCURY TOTAL	47			7	16	2	13	8	9	26	59	1	2	1	1	13	24	4	6
STA WGN (MEMO)*	48									5	9					1	2		
BUICK SKYHAWK	49																		
SKYLARK	50			9	18	8	14	2	5	3	9	1	2			1	6	1	1
CENTURY*/REGAL	51			13	27	13	25	2	3	7	8								
LESABRE*/LESABRE LTD	52			1	6	4	8			1	4	2		1					
ELECTRA	53									2	5	1				1	1		
RIVIERA	54			1	4														
BUICK TOTAL	55			27	61	25	64	4	8	11	26	5	8	1	1	8	18	2	3
STA WGN (MEMO)*	56				1	1	1												
CADILLAC DEVILLE	57			3	8	7	11		1	3	2						2		
FLEETWOOD & CHASSIS	58																		
ELDORADO	59			1	5					1	2							1	1
SEVILLE	60			4	5														
CADILLAC TOTAL	61			10	19	7	20		1	5	5	1		1		1	2	1	1
CHEVROLET CHEVETTE	62			13	31	8	17	5	8	7	18	1	1	1	3	3	10		1
CAMARO	63			4	7	2	8			3	3						1		
MONZA*	64			7	10	3	7			2	3						1		
CITATION	65			11	21	14	21	1	1	4	8			1	1	4	7	2	2
MALIBU*	66			5	10	3	8			2	4	1				3	4		
MONTE CARLO	67			4	11	3	7			2	6					2	3		
IMPALA*	68			10	12	6	10	1	1	2	5					3	4		
CAPRICE*	69			11	25	11	21	2	2	3	5					3	4		
CORVETTE	70			1	1														
CHEVROLET TOTAL	71			62	124	58	104	13	22	28	72	2	7	5	18	30	57	10	23
STA WGN (MEMO)*	72			4	6	3	9	1	2	2	3			1	2	3	3	1	1
OLDSMOBILE STARFIRE	73																		
OMEGA	74			1	4	1	6		1	2	2					1	1		
CUTLASS*	75			13	33	11	23	1	2	6	14	2	2	2	2	2	11	2	2
DELTA 88*/ROYALE	76			4	8	2	8			2	3					2	2		
98	77					1	1			1	1								
TORONADO	78			4	8	4	8	1	1	2	2					1	1		
OLDSMOBILE TOTAL	79			24	56	23	55	4	12	12	21	4	9	2	6	11	18	3	8
STA WGN (MEMO)*	80			1	3	1	1			1	1					1	1		
PONTIAC SUNBIRD*	81			5	7	1	1	1	1	3	4	1	1			3	4		
PHOENIX	82			2	6	3	9			2	4					2	3		
LEMANS*	83			1	1					2	4					6	6		
CATALINA*	84			1	1														
BONN*/BONN BRO	85			6	9	10	18			3	4					1	1		
GRAND PRIX	86			6	12	9	14	1	1	3	4					3	4		
FIREBIRD	87			2	4	2	8			2	3					1	1		
PONTIAC TOTAL	88			22	44	24	70	2	2	12	22	1	1	2	2	15	30	4	6
STA WGN (MEMO)*	89				1														
MISC. DOMESTIC	90																		
OTHER IMPORTS	91			30	74	29	66	5	11	28	57	1	2	3	7	8	15	2	4
GRAND TOTAL	92			319	654	295	580	55	113	666	1842	18	45	31	72	128	248	38	92
ALL REGISTRATIONS																			

602 1-80

Service "K"

Service "K" is a statistical report of new import car registrations by make and manufacturer. The geographical coverage is by state to a U. S. Total.

Published monthly, this service shows both month and year-to-date totals. Current and previous year totals are shown for the United States.

A precentage of penetrations of the import car total to the United States Industry total is shown for each state. Memo totals by county of Manufacturer-Origin are shown for each state and the United States Summary.

Polk National New Vehicle Registration Service — IMPORT PASSENGER CAR Service "K" Report

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE	U S TOTAL 1980		U S TOTAL 1979															
	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
DOMESTIC SPONSORED IMPORTS																		
ARROW/CHAMP-J	6207	11767	2730	4941														
CHALLENGER-J	1016	1975	1270	2438														
COLT/HATCHBACK-J	6304	11869	3300	6114														
FIESTA-G	6127	12438	5025	9328														
OPEL-J			1308	2643														
SAPPORO-J	843	1464	889	1721														
TOTAL DOM SPON IMPORTS	20497	39513	14522	27185														
OTHER IMPORTS																		
ALFA ROMEO-I	170	346	287	553														
AUDI-G	3003	6140	3535	6834														
B.M.W.-G	2571	4921	2187	4509														
M.G.	658	1332	1047	2032														
JAGUAR	210	474	319	678														
TRIUMPH	570	1254	599	1159														
BRITISH LEYLAND TOT-B	1438	3060	1965	3869														
DATSUN-J	40751	82119	25121	46726														
FERRARI-I	51	120	48	96														
FIAT-I	2886	5620	3537	6919														
HONDA-J	25896	53801	24685	43830														
LANCIA-I	147	241	168	337														
LOTUS-B	5	10	10	24														
MAZDA-J	11728	25525	7398	14117														
MERCEDES BENZ-G	3944	8534	3547	7284														
PEUGEOT-F	939	1998	728	1403														
PORSCHE-G	920	1864	947	1907														
RENAULT-F	1727	3097	949	1772														
ROLLS ROYCE-B	56	113	78	162														
SAAB-S	1012	2139	1223	2194														
SUBARU-J	9290	19108	6249	11894														
TOYOTA-J	47011	94560	25784	48288														
VOLKSWAGEN-G	16326	34454	23282	44727														
VOLVO-S	3825	7857	3882	7369														
MISC. IMPORTS	106	247	22	50														
TOTAL OTHER IMPORTS	173802	355874	135632	254874														
GRAND TOTAL ALL IMPRTS	194299	395387	150154	282059														
% OF IMPORT TO TOT IND	27.82	27.31	19.69	18.60														
TOTAL INDUSTRY MO.	698413		762610															
TOTAL INDUSTRY YR.		1447718		1516494														
* RPRO TOTAL BY COUNTRY OF MANUFACT. BRITISH (B)	1502	3190	2056	4060														
FRENCH (F)	2666	5095	1677	3175														
GERMAN (G)	32891	68351	38529	74609														
ITALIAN (I)	3259	6334	4051	7937														
JAPANESE (J)	149144	302421	98736	182715														
NETHERLAND (N)																		
SWEDISH (S)	4837	9996	5105	9563														
BALANCE OF WORLD																		

608 1-80

* INCLUDES MAKES IN MISC. IMPORTS TOTAL

NOTE: THE 1980 FIGURES EXCLUDE PASSENGER VANS
THE 1979 FIGURES INCLUDE PASSENGER VANS

STATE _____ MONTH FEBRUARY 1980

Polk National New Vehicle Registration Service — IMPORT PASSENGER CAR Service "K" Report

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE	KAN		KY		LA		MAINE		MD		MASS		MICH	
	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
DOMESTIC SPONSORED IMPORTS														
ARROW/CHAMP-J			18	22	45	43	94	12	212	374	157	272	185	481
CHALLENGER-J			4	2	6	15	27	2	37	58	33	54	48	101
COLT/HATCHBACK-J			20	33	52	55	104	13	221	369	162	304	152	345
FIESTA-G			21	56	99	44	92	40	165	289	196	396	478	1021
OPEL-J														
SAPPORO-J			4	5	6	2	5		23	31	20	29	26	55
TOTAL DOM SPON IMPORTS			67	118	208	159	322	67	658	1121	568	1055	889	2003
OTHER IMPORTS														
ALFA ROMEO-I						1	6		4	9	5	10	7	8
AUDI-G			11	16	23	26	48	5	56	119	93	179	83	155
B.M.W.-G			10	4	7	24	42	3	74	110	68	108	39	76
M.G.			5	3	6	9	26		10	23	14	22	14	27
JAGUAR			1	1	1	1	2		4	8	3	7	1	2
TRIUMPH			5	3	3	5	18		9	19	11	26	14	36
BRITISH LEYLAND TOT-B			11	7	10	15	46		23	50	29	55	29	65
DATSUN-J			202	284	489	448	1134	114	1365	2256	1161	2142	780	1657
FERRARI-I									1		1	1		2
FIAT-I			12	7	11	34	64	1	65	129	61	139	82	151
HONDA-J			83	115	194	118	347	44	944	1624	624	1059	699	1419
LANCIA-I			1			1	1		7	12	7	8	2	4
LOTUS-B									1	1				
MAZDA-J			96	59	135	177	377	42	196	421	319	583	240	548
MERCEDES BENZ-G			14	10	24	59	114	8	112	196	87	172	54	94
PEUGEOT-F			1	2	3	20	39	5	16	25	32	62	7	12
PORSCHE-G				3	3	2	9		20	31	23	31	5	15
RENAULT-F			8	13	20	5	17	4	57	95	96	170	147	260
ROLLS ROYCE-B							1		2	2		1		
SAAB-S			2	9	11			19	12	28	48	125	21	48
SUBARU-J			42	56	99	72	159	195	212	367	506	982	174	545
TOYOTA-J			170	318	583	849	1771	88	1458	2368	1372	2503	708	1550
VOLKSWAGEN-G			77	105	177	79	191	86	370	848	557	1097	1012	1499
VOLVO-S			9	10	17	50	110	19	113	204	150	281	52	105
MISC. IMPORTS			1			1	4		3	12	5	10	2	4
TOTAL OTHER IMPORTS			750	1018	1806	1993	4480	633	5110	8908	5243	9717	4143	8217
GRAND TOTAL ALL IMPRTS			817	1136	2014	2143	4802	700	5768	10029	5811	10772	5032	10220
% OF IMPORT TO TOT IND			21.72	21.83	22.46	18.52	19.67	33.07	29.33	27.81	30.71	29.58	13.74	13.52
TOTAL INDUSTRY MO.				5204		11598			19669		18922		36623	
TOTAL INDUSTRY YR.			3761		8966		24417	2117		36062		36411		75601
* MEMO TOTAL BY COUNTRY OF MANUFACT. BRITISH (B)			11	7	10	15	47		26	53	28	56	29	65
FRENCH (F)			9	15	23	25	56	9	73	120	128	232	154	272
GERMAN (G)			133	194	333	233	496	142	797	1593	1024	1983	1671	2860
ITALIAN (I)			13	7	11	36	71	1	76	152	74	157	91	165
JAPANESE (J)			640	894	1609	1780	4022	510	4671	7879	4359	7938	3014	6705
NETHERLAND (N)														
SWEDISH (S)			11	19	28	59	110	38	125	232	198	406	73	153
BALANCE OF WORLD														

608 1-80

* INCLUDES MAKES IN MISC. IMPORTS TOTAL

NOTE: THE 1980 FIGURES EXCLUDE PASSENGER VANS
THE 1979 FIGURES INCLUDE PASSENGER VANS

STATE _____ MONTH FEBRUARY 1980

Service "L"

Service "L" is a statistical report of new import car registrations by make and manufacturer.

The geographical coverage is by individual COUNTIES accumulated to a state total.

Published monthly, this service shows month and year-to-date totals for each county.

Current and previous year figures are shown for each state. A percentage of penetrations of the import car total to the industry total is shown for each county. Memo totals by country of Manufacturer-Origin are shown by county with an accumulated state total.

Polk National New Vehicle Registration Service — IMPORT PASSENGER CAR Service "L" Report

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE	ST TOTAL 1980		ST TOTAL 1979		ALCONA		ALGER		ALLEGAN		ALPENA		ANTRIM		ARENAC		BARAGA	
	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
DOMESTIC SPONSORED IMPORTS																		
ARROW/CHAMP-J	185	481	151	265					2	5								
CHALLENGER-J	48	101	69	118									1	1				
COLT/HATCHBACK-J	152	345	190	257					1	2								
FIESTA-G	478	1021	397	650		2			4	11		2	3	3		1	1	2
OPEL-J			84	133														
SAPPORO-J	26	55	58	103					1	1								
TOTAL DOM SPON IMPORTS	889	2003	949	1526		2			8	19		2	4	4		1	1	2
OTHER IMPORTS																		
ALFA ROMEO-I	7	8	1	5														
AUDI-G	83	155	118	201					2	2				1				
B.M.W.-G	39	76	32	55														
M.G.	14	27	39	59														
JAGUAR	1	2	5	5														
TRIUMPH	14	36	27	51														
BRITISH LEYLAND TOT-B	29	65	71	115														
DATSUN-J	780	1657	662	1041	1	1	2	3	4	7	7	17					3	3
FERRARI-I		2	1	2														
FIAT-I	82	151	136	221					1	1								
HONDA-J	699	1419	756	1136					5	9			1	1				1
LANCIA-I	2	4	8	11														
LOTUS-B																		
MAZDA-J	240	548	260	417	1	2			3	4			1	2		1		
MERCEDES BENZ-G	54	94	55	96								1						
PEUGEOT-F	7	12	4	6					1	1		1						
PORSCHE-G	5	15	17	32														
RENAULT-F	147	260	67	108								1						
ROLLS ROYCE-B			1	3														
SAAB-S	21	48	38	62														
SUBARU-J	174	545	150	296			1	1	3	10				2			2	3
TOYOTA-J	708	1550	493	825					2	5			1	2				1
VOLKSWAGEN-G	1012	1499	708	1427			1		6	8	3	3	4	4	1	2		
VOLVO-S	52	105	52	88										1				
MISC. IMPORTS	2	4	2	3														
TOTAL OTHER IMPORTS	4143	8217	3632	6150	2	3	3	5	27	47	10	23	7	13	1	3	5	8
GRAND TOTAL ALL IMPRTS	5032	10220	4581	7676	2	5	3	5	35	66	10	25	11	17	1	4	6	10
% OF IMPORT TO TOT IND	13.74	13.52	8.97	8.36	8.70	10.20	15.79	14.29	23.18	19.70	12.99	15.34	25.58	24.64	2.86	5.88	33.33	26.32
TOTAL INDUSTRY MO.	36623		51048		23		19		151		77		43		35		18	
TOTAL INDUSTRY YR.		75601		91866		49		35		335		163		69		68		38
MFR. BRITISH (B)	29	65	72	118														
MFR. FRENCH (F)	154	272	71	114					1	1		2						
MFR. GERMAN (G)	1671	2860	1327	2462		2		1	12	21	3	6	7	8	1	3	1	2
MFR. ITALIAN (I)	91	165	148	241					1	1								
MFR. JAPANESE (J)	3014	6705	2873	4591	2	3	3	4	21	43	7	17	4	8		1	5	8
MFR. NETHERLAND (N)																		
MFR. SWEDISH (S)	73	153	90	150										1				
MFR. BALANCE OF WORLD																		

MEMO TOTAL BY COUNTRY OF MANUFACT.

608 1-80

* INCLUDES MAKES IN "MISC. IMPORTS" TOTAL

NOTE: THE 1980 FIGURES EXCLUDE PASSENGER VANS
THE 1979 FIGURES INCLUDE PASSENGER VANS

STATE MICH MONTH FEBRUARY 1980

Polk National New Vehicle Registration Service — IMPORT PASSENGER CAR Service "L" Report

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE					SHIAWASSEE		TUSCOLA		VAN BUREN		WASHTENAW		WAYNE		WEXFORD		STATE GOVT	
	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
DOMESTIC SPONSORED IMPORTS																		
ARROW/CHAMP-J					1	1	1	2	2	4	4	7	67	231				
CHALLENGER-J									1	1	3	3	14	35				
COLT/HATCHBACK-J						2	1	1	1	3	6	14	43	87				
FIESTA-G					7	8	2	6	2	3	14	30	220	463	1	1		
OPEL-J																		
SAPPORO-J													13	26				
TOTAL DOM SPON IMPORTS					8	11	4	9	6	11	27	54	357	842	1	1		
OTHER IMPORTS																		
ALFA ROMEO-I													1	1				
AUDI-G											5	10	10	28				
B.M.W.-G											2	4	13	25				
M.G.											1	1	5	11				
JAGUAR														1				
TRIUMPH										1			5	12				
BRITISH LEYLAND TOT-B										1	1	1	10	24				
DATSUN-J					3	10	2	6	7	16	23	56	169	374	4	8		
FERRARI-I														2				
FIAT-I									1	1		2	15	33				
HONDA-J						2			5	7	44	89	94	218	1	1		
LANCIA-I																		
LOTUS-B																		
MAZDA-J						3		2	3	3	18	27	36	79	1	3		
MERCEDES BENZ-G					1	1					1	3	7	16				
PEUGEOT-F													1	1				
PORSCHE-G													2	6				
RENAULT-F					2	2	1	1	5	5	7	8	50	109	1	1		
ROLLS ROYCE-B																		
SAAB-S					1	1				1	1	5	3	5				
SUBARU-J					3	6			2	9	3	15	15	72	3	5		
TOYOTA-J					2	3		2	3	6	44	125	198	445	1	2		
VOLKSWAGEN-G					6	7	9	10	4	4	38	53	157	234	3	5		
VOLVO-S											7	10	13	31	1	1		
MISC. IMPORTS													2	2				
TOTAL OTHER IMPORTS					18	35	12	21	30	53	194	408	796	1705	15	26		
GRAND TOTAL ALL IMPRTS					26	46	16	30	36	64	221	462	1153	2547	16	27		
% OF IMPORT TO TOT IND					11.40	10.62	9.52	8.00	20.93	19.45	24.97	26.61	10.09	10.72	23.19	20.15		
TOTAL INDUSTRY	MO.				228		168		172		885		11422		69		124	
	YR.					433		375		329		1736		23758		131		243
* HERO TOTAL BY COUNTRY OF MANUFACT. — BRITISH (B)										1	1	1	10	24				
FRENCH (F)					2	2	1	1	5	5	7	8	51	110	1	1		
GERMAN (G)					14	18	11	16	6	7	60	100	409	772	4	6		
ITALIAN (I)									1	1		2	16	36				
JAPANESE (J)					8	27	4	13	24	48	145	336	651	1569	10	19		
NETHERLAND (N)																		
SWEDISH (S)					1	1				1	8	15	16	36	1	1		
BALANCE OF WORLD																		

603 1-80

* INCLUDES MAKES IN "MISC. IMPORTS" TOTAL

NOTE: THE 1980 FIGURES EXCLUDE PASSENGER VANS
THE 1979 FIGURES INCLUDE PASSENGER VANS

STATE MICH MONTH FEBRUARY 1980

Service "H"

Service "H" is a statistical report of new truck registrations by make and Gross Vehicle Weight for the UNITED STATES.

Published monthly, this service shows month and year-to-date totals for the current and previous year.

POLK STATISTICS

National New Vehicle Registration Service

Truck Service "H"

UNITED STATES SUMMARY

INCLUDES MULTIPURPOSE VEHICLES

Month **FEBRUARY** 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or sharing prohibited.

	CODE NO		6,000 & LESS GVW GRP 1	6,001 10,000 GVW GRP 2	10,001 14,000 GVW GRP 3	14,001 16,000 GVW GRP 4	16,001 19,500 GVW GRP 5	19,501 26,000 GVW GRP 6	26,001 33,000 GVW GRP 7	33,001 & OVER GVW GRP 8	TOTAL 1980	TOTAL 1979
DODGE	5	MO	7089	10907	408	6					18410	27640
		YR	14141	22384	649	8					37182	56616
*VAN, RAMCHARGER & D50	6	MO	4692	6843	130						11665	13408
		YR	9349	13990	233						23572	28394
PLY VAN, TRAIL DUSTER & ARROW	9	MO	1796	871							2667	1561
		YR	3320	1600							4920	2837
TOTAL CHRYSLER CORP	10	MO	8885	11778	408	6					21077	29201
		YR	17461	23984	649	8					42102	59453
DIAMOND REO	11	MO								10	10	
		YR								13	13	
FORD	18	MO	20365	39708	61			1272	2061	1064	64531	91681
		YR	42391	87933	134			2686	4249	2305	139698	187376
*VAN, COURIER, RANCHERO & BRONCO	19	MO	8963	12089							21052	29281
		YR	18348	27492							45840	57856
FREIGHTLINER	20	MO								986	986	1073
		YR								1960	1960	1924
VOLVO	25	MO							51	15	66	30
		YR							114	33	147	85
TOTAL FREIGHTLINER CORP	26	MO							51	1001	1052	1103
		YR							114	1993	2107	2009
CHEVROLET	34	MO	30576	31746	67		136	901	1182	265	64873	90134
		YR	62638	69146	544		301	2308	2574	617	138128	179695
*VAN, EL CAMINO BLAZER & L.U.V.	35	MO	14652	10069							24721	31156
		YR	30454	21647							52101	60345
GMC	43	MO	4024	8337	1		37	692	1547	1274	15912	21505
		YR	8579	18874	1		83	1271	2764	2672	34244	43328
*VAN, JIMMY & CABALLERO	44	MO	825	2504							3329	4934
		YR	1811	5211							7022	9960
TOTAL GM CORP	45	MO	34600	40083	68		173	1593	2729	1539	80785	111639
		YR	71217	88020	545		384	3579	5338	3289	172372	223023
INTERNATIONAL	50	MO		1486				1271	1247	1492	5496	8333
		YR		3284				2647	3025	3433	12389	16824
JEEP TRUCK	53	MO	4473	3091							7564	12959
		YR	9373	7081							16454	26851
*CJ'S, CHEROKEE & WAGONEER	54	MO	4473	2306							6779	11569
		YR	9373	5267							14640	23945
MACK	56	MO								1703	1703	1689
		YR								3574	3574	3475
KENWORTH	59	MO								1049	1049	1160
		YR								2171	2171	2280
PETERBILT	60	MO								643	643	797
		YR								1354	1354	1517
TOTAL PACCAR CORP	61	MO								1692	1692	1957
		YR								3525	3525	3797
AUTOCAR	64	MO								143	143	126
		YR								293	293	255
WESTERN STAR	65	MO								76	76	50
		YR								141	141	109
WHITE	68	MO								425	425	818
		YR								909	909	1650
TOTAL WHITE MTR CORP	69	MO								644	644	994
		YR								1343	1343	2014
MISCELLANEOUS DOMESTIC		MO				1	3			130	134	137
		YR				3	7			243	253	272
OTHER IMPORTS		MO	24738					215	153		25106	15396
		YR	48412	1	3			547	278		49241	31962
GRAND TOTAL	87	MO	93061	96146	537	7	176	4351	6241	9275	209794	275089
		YR	188854	210303	1331	11	391	9459	13004	19718	443071	557056
1979 YR TO DATE			186851	311786	4875	2555	352	20986	6814	22837		

SG 3693 1/80

*INDICATES MEMO TOTAL

INCLUDES FEDERAL GOVERNMENT REGISTRATIONS

NOTE THE 1980 FIGURES INCLUDE PASSENGER VANS
THE 1979 TOTALS EXCLUDE PASSENGER VANS

Service "H" State Government

This service is a statistical report of new truck registrations, by make and Gross Vehicle Weight reflecting trucks credited to State Government. The figures are memo totals because State Government vehicles are included in the individual state totals.

POLK STATISTICS

National New Vehicle Registration Service

10055

Truck Service "H"

INCLUDES MULTIPURPOSE VEHICLES

State Summary for the state of STATE GOVERNMENT

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or sharing prohibited

	CODE NO		6,000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001 & OVER GVW GRP 8	TOTAL 1980	TOTAL 1979
DODGE	5	MO	106	238	1						345	642
		YR	115	392	19						526	888
*VAN, RAMCHARGER & D50	6	MO	24	93	1						118	196
		YR	25	160	19						204	249
PLY VAN, TRAIL DUSTER & ARROW	9	MO	7	41							48	23
		YR	8	48							56	25
TOTAL CHRYSLER CORP.	10	MO	113	279	1						393	665
		YR	123	440	19						582	913
DIAMOND REO	11	MO										
		YR										
FORD	18	MO	48	75				10	14	4	151	176
		YR	102	175				22	26	7	332	524
*VAN, COURIER, RANCHERO & BRONCO	19	MO	9	22							31	36
		YR	14	74							88	158
FREIGHTLINER	20	MO										
		YR										
VOLVO	25	MO										
		YR										
TOTAL FREIGHTLINER CORP.	26	MO										
		YR										
CHEVROLET	34	MO	153	372				38	19	3	585	377
		YR	214	630				125	33	5	1007	769
*VAN, EL CAMINO, BLAZER & L.U.V.	3:	MO	25	75							100	49
		YR	44	125							169	88
GMC	43	MO	15	127				134	11	7	294	73
		YR	26	156				136	41	21	380	181
*VAN, JIMMY & CABALLERO	44	MO	5	4							9	9
		YR	10	10							20	20
TOTAL GM CORP	45	MO	168	499				172	30	10	879	450
		YR	240	786				261	74	26	1387	950
INTERNATIONAL	50	MO						24	51	18	93	115
		YR						60	213	44	317	284
JEEP TRUCK	53	MO	5	61							66	20
		YR	11	88							99	111
*CJ'S, CHEROKEE & WAGONEER	54	MO	5	51							56	16
		YR	11	76							87	97
MACK	58	MO								2	2	15
		YR								4	4	15
KENWORTH	59	MO										
		YR										
PETERBILT	60	MO										
		YR										
TOTAL PACCAR CORP.	61	MO										
		YR										
AUTOCAR	64	MO								1	1	
		YR								10	10	
WESTERN STAR	65	MO										
		YR										
WHITE	68	MO								1	1	2
		YR								2	2	2
TOTAL WHITE MTR. CORP.	69	MO								2	2	2
		YR								12	12	2
MISCELLANEOUS DOMESTIC		MO										1
		YR								11	11	1
OTHER IMPORTS		MO	17								17	34
		YR	58								58	36
GRAND TOTAL	87	MO	351	914	1			206	95	36	1603	1478
		YR	534	1489	19			343	313	104	2802	2836
1979 YR TO DATE			487	1627	14			384	198	126		

SG 3693 1/80

*INDICATES MEMO TOTAL

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.
THE 1979 TOTALS EXCLUDE PASSENGER VANS.

Service "G"

Service "G" is a statistical report of new truck registrations by make and gross vehicle weight.

The geographical coverage is by STATE.

Published monthly, this service shows month and year-to-date totals for the current and previous year.

The 51 STATE reports (Washington, D.C. is considered a state), the Federal Government report and the Motor Home Chassis report equal the Service "H" U. S. Summary.

POLK STATISTICS

National New Vehicle Registration Service

Truck Service "G"

INCLUDES MULTIPURPOSE VEHICLES

10023

State Summary for the state of MICHIGAN 21

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or sharing prohibited.

	CODE NO.		6,000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1980	TOTAL 1979
DODGE	5	MO	254	518	52						824	123
		YR	501	1120	92						1713	246
*VAN, RAMCHARGER & D50	6	MO	158	328							486	61
		YR	309	727	20						1056	110
PLY VAN, TRAIL DUSTER & ARROW	9	MO	46	36							82	6
		YR	79	76							155	12
TOTAL CHRYSLER CORP.	10	MO	300	554	52						906	130
		YR	580	1196	92						1868	259
DIAMOND REO	11	MO										
		YR										
FORD	18	MO	532	1528	4			38	70	23	2195	432
		YR	1111	3491	4			76	125	72	4879	862
*VAN, COURIER, RANCHERO & BRONCO	19	MO	196	513							709	142
		YR	387	1260							1647	297
FREIGHTLINER	20	MO								16	16	1
		YR								27	27	2
VOLVO	25	MO							1		1	
		YR							1		1	
TOTAL FREIGHTLINER CORP.	26	MO							1	16	17	1
		YR							1	27	28	2
CHEVROLET	34	MO	1174	1199			6	51	34	21	2485	501
		YR	2267	2564			11	109	56	35	5042	969
*VAN, EL CAMINO, BLAZER & L.U.V.	35	MO	524	507							1031	176
		YR	992	1074							2066	334
GMC	43	MO	164	296				8	41	46	555	138
		YR	348	679				38	69	97	1231	267
*VAN, JIMMY & CABALLERO	44	MO	38	107							145	35
		YR	64	251							315	69
TOTAL GM CORP.	45	MO	1338	1495			6	59	75	67	3040	640
		YR	2615	3243			11	147	125	132	6273	1237
INTERNATIONAL	50	MO		46				86	56	43	204	35
		YR		90				146	53	71	360	61
JEEP TRUCK	53	MO	154	85							239	72
		YR	358	236							594	154
*CJ'S, CHEROKEE & WAGONEER	54	MO	154	66							220	66
		YR	358	189							547	137
MACK	58	MO								35	35	1
		YR								58	58	3
KENWORTH	59	MO								21	21	2
		YR								35	35	3
PETERBILT	60	MO								6	6	1
		YR								7	7	1
TOTAL PACCAR CORP.	61	MO								27	27	3
		YR								42	42	5
AUTOCAR	64	MO								9	9	
		YR								17	17	1
WESTERN STAR	65	MO										
		YR								1	1	
WHITE	68	MO								2	2	1
		YR								4	4	2
TOTAL WHITE MTR. CORP.	69	MO								11	11	2
		YR								22	22	4
MISCELLANEOUS DOMESTIC		MO								5	5	
		YR					1			8	9	1
OTHER IMPORTS		MO	344					3			347	25
		YR	666					6	2		674	49
GRAND TOTAL	87	MO	2668	3708	56		6	186	175	227	7026	1346
		YR	5330	8256	96		12	375	306	432	14807	2641
1979 YR TO DATE			7026	17319	108		16	828	298	816		

SG 3693 1/80

*INDICATES MEMO TOTAL

Excludes Federal Government Registrati

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.
THE 1979 TOTALS EXCLUDE PASSENGER VANS.

Service "G" Federal Government

This service is a statistical report of new truck registrations, by make and Gross Vehicle Weight reflecting trucks credited to FEDERAL GOVERNMENT.

Published monthly, this service shows month and year-to-date totals for the current and previous years.

POLK STATISTICS

National New Vehicle Registration Service

Truck Service "G"

INCLUDES MULTIPURPOSE VEHICLES

10054

State Summary for the state of FEDERAL GOVT.

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for Internal use. Re-sale, republishing or sharing prohibited

	CODE NO		6,000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001 & OVER GVW GRP 8	TOTAL 1980	TOTAL 1979
DODGE	5	MO	66	594	4						664	97
		YR	67	618	6						691	158
*VAN, RAMCHARGER & D50	6	MO	26	416	1						443	27
		YR	27	433	2						462	31
PLY VAN, TRAIL DUSTER & ARROW	9	MO	2	36							38	
		YR	2	37							39	
TOTAL CHRYSLER CORP.	10	MO	68	630	4						702	97
		YR	69	655	6						730	158
DIAMOND REO	11	MO										
		YR										
FORD	18	MO		8				1	1		10	
		YR	2	24				1	4		31	11
*VAN, COURIER, RANCHERO & BRONCO	19	MO		7							7	
		YR		14							14	
FREIGHTLINER	20	MO										
		YR										
VOLVO	25	MO										
		YR										
TOTAL FREIGHTLINER CORP.	26	MO										
		YR										
CHEVROLET	34	MO	13	35				3	1		52	2
		YR	233	301				7	1		542	6
*VAN, EL CAMINO, BLAZER & L.U.V.	35	MO	8	12							20	
		YR	201	100							301	1
GMC	43	MO	5	13					1		19	
		YR	5	28				1	1		35	
*VAN, JIMMY & CABALLERO	44	MO	3	8							11	
		YR	3	15							18	
TOTAL GM CORP.	45	MO	18	48				3	2		71	2
		YR	238	329				8	2		577	7
INTERNATIONAL	50	MO		1				2			3	16
		YR		2				2	1	2	7	37
JEEP TRUCK	53	MO										83
		YR		2							2	214
*CJ'S, CHEROKEE & WAGONEER	54	MO										83
		YR										214
MACK	58	MO								1	1	
		YR								2	2	
KENWORTH	59	MO										
		YR										
PETERBILT	60	MO										
		YR										
TOTAL PACCAR CORP.	61	MO										
		YR										
AUTOCAR	64	MO										
		YR										
*WESTERN STAR	65	MO										
		YR								1	1	
WHITE	68	MO										
		YR										
TOTAL WHITE MTR. CORP.	69	MO										
		YR								1	1	
MISCELLANEOUS DOMESTIC		MO								1	1	
		YR								1	1	
OTHER IMPORTS		MO	7								7	
		YR	13								13	
GRAND TOTAL	87	MO	93	687	4			6	3	2	795	201
		YR	322	1012	6			11	7	6	1364	428
1979 YR TO DATE			2385	1431	7			418	27	16		

SG 3693 1/80

*INDICATES MEMO TOTAL

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.
THE 1979 TOTALS EXCLUDE PASSENGER VANS.

Service "G" Motor Home Chassis

This service is a statistical report of new truck registrations, by make and Gross Vehicle Weight, reflecting truck chassis that are used in the manufacturing of Motor Homes.

These units are reported directly to R. L. Polk & Company by Chassis manufacturers. Units designated as Motor Home Chassis are included immediately in the report. Units designated as Van type are included in the report on a six months delay basis.

Published monthly, this service shows month and year-to-date totals for the current and previous year.

POLK STATISTICS

National New Vehicle Registration Service

Truck Service "G"

INCLUDES MULTIPURPOSE VEHICLES

10053

State Summary for the state of MOTOR HOME CHASSIS

Month FEBRUARY 1980

Compiled from official State Records by R. L. Polk & Co. Supplied to Subscribers for internal use. Re-sale, republishing or sharing prohibited

	CODE NO		6,000 & LESS GVW GRP 1	6,001-10,000 GVW GRP 2	10,001-14,000 GVW GRP 3	14,001-16,000 GVW GRP 4	16,001-19,500 GVW GRP 5	19,501-26,000 GVW GRP 6	26,001-33,000 GVW GRP 7	33,001- & OVER GVW GRP 8	TOTAL 1980	TOTAL 1979
DODGE	5	MO		83	183	3					269	268
		YR		107	228	5					340	746
*VAN, RAMCHARGER & D50	6	MO		83	98						181	61
		YR		107	119						226	350
PLY VAN, TRAIL DUSTER & ARROW	9	MO										
		YR										
TOTAL CHRYSLER CORP.	10	MO		83	183	3					269	268
		YR		107	228	5					340	746
DIAMOND REO	11	MO										
		YR										
FORD	18	MO		245							245	232
		YR		248							248	232
*VAN, COURIER, RANCHERO & BRONCO	19	MO		245							245	232
		YR		248							248	232
FREIGHTLINER	20	MO										
		YR										
VOLVO	25	MO										
		YR										
TOTAL FREIGHTLINER CORP.	26	MO										
		YR										
CHEVROLET	34	MO		428	62						490	159
		YR		1104	537						1641	275
*VAN, EL CAMINO, BLAZER & L.U.V.	35	MO		428							428	134
		YR		1104							1104	238
GMC	43	MO		90							90	39
		YR		177							177	70
*VAN, JIMMY & CABALLERO	44	MO		90							90	39
		YR		177							177	70
TOTAL GM CORP.	45	MO		518	62						580	199
		YR		1281	537						1818	346
INTERNATIONAL	50	MO										
		YR										
JEEP TRUCK	53	MO										
		YR										
*CJ'S, CHEROKEE & WAGONEER	54	MO										
		YR										
MACK	58	MO										
		YR										
KENWORTH	59	MO										
		YR										
PETERBILT	60	MO										
		YR										
TOTAL PACCAR CORP.	61	MO										
		YR										
AUTOCAR	64	MO										
		YR										
WESTERN STAR	65	MO										
		YR										
WHITE	68	MO										
		YR										
TOTAL WHITE MTR. CORP.	69	MO										
		YR										
MISCELLANEOUS DOMESTIC		MO										
		YR										
OTHER IMPORTS		MO	32								32	67
		YR	61								61	232
GRAND TOTAL	87	MO	32	846	245	3					1126	768
		YR	61	1636	765	5					2467	1558
1979 YR TO DATE			2326	6945	3769	2546						

SG 3693 1/80

*INDICATES MEMO TOTAL

Excludes Federal Government Registration

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.
THE 1979 TOTALS EXCLUDE PASSENGER VANS.

Service "F"

Service "F" is a statistical report of new truck registrations by make and gross vehicle weight.

The geographical coverage is by individual COUNTIES accumulated to a state total.

Published monthly, this service shows month and year-to-date totals for the current year.

Polk National New Vehicle Registration Service TRUCKS Service "F" Report 20165

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE & GVW	CODE	NO	GVW	STATE TOTAL MO.	STATE TOTAL YR.	ALCONA MO.	ALCONA YR.	ALGER MO.	ALGER YR.	ALLEGAN MO.	ALLEGAN YR.	ALPENA MO.	ALPENA YR.	ANTRIM MO.	ANTRIM YR.	ARENAC MO.	ARENAC YR.	BARAGA MO.	BARAGA YR.	BARRY MO.	BARRY YR.
DODGE		1	1	254	501			1		3	3	2	2	2							
		2	2	518	1120				1	2	3	2	2	2	2			1	1	2	3
		3	3	52	92																
		4	4																		
		5	TOT	824	1713			1		1	5	6	4	4	2	2			1	1	2	5
•1 DODGE		6	1-3	486	1056			1			5	4	1	1	1	1						1
PLY VAN TRAIL		7	1	46	79																
DUSTER & ARROW		8	2	36	76																
		9	TOT	82	155																
TOT CHRYSLER CORP		10		906	1868			1		1	5	6	4	4	2	2			1	1	2	5
DIAMOND REO		11	8																		
FORD		12	1	532	1111			1		1	5	9	4	5	2	3	1	4	1	2	4	13
		13	2	1528	3491			3	5	13	26	4	12	2	4	3	5	2	4	12	21
		14	3	4	4																
		15	6	38	76					1	1									3	3
		16	7	70	125						1										
		17	8	33	72																
		18	TOT	2195	4879			4	6	20	38	8	17	4	7	4	9	3	6	19	37
•2 FORD		19	1-2	709	1647				1	6	13	6	9	1	2		1			2	6
FREIGHTLINER		20	8	16	27							1	1								
VOLVO		21	5																		
		22	6																		
		23	7	1	1																
		24	8																		
		25	TOT	1	1																
TOT FREIGHTLINER		26		17	28							1									
CHEVROLET		27	1	1174	2267	1	1	4	4	10	21	12	20	1	2	3	6	1	2	2	14
		28	2	1199	2564	5	8	3	6	12	28	13	17	2	4	1	6		3	6	14
		29	3																		
		30	5	6	11																
		31	6	51	109	1	1			1	1										
		32	7	34	56		1														
		33	8	21	35			1	1												
		34	TOT	2485	5042	7	17	7	11	23	50	25	37	3	6	4	12	1	5	8	28
•3 CHEVROLET		35	1-2	1031	2066	3	5	3	6	5	11	8	12		2	1	7			3	10
GMC		36	1	164	348					2	3	1	2						1	1	3
		37	2	296	679						1										
		38	3																		
		39	5																		
		40	6	8	38																
		41	7	41	69						1										
		42	8	46	97					1	1										
		43	TOT	555	1231					3	6	1	2						1	1	4
•4 GMC		44	1-2	145	315																
TOTAL GM CORP.		45		3040	6273	7	17	7	11	26	56	26	39	3	6	4	12	1	6	9	32
INTERNATIONAL		46	2	46	90							1	1							1	1
		47	6	86	146	1	1							1	1						
		48	7	29	53																
		49	8	43	71					1	1									1	1
		50	TOT	204	360	1	1			1	1	1	1	1	1						
JEEP		51	1	154	358					2	3	1	3					1	2		1
		52	2	85	236		1			2	4	1	3								
		53	TOT	239	594		1			4	7	2	6		1			1	2		1
•5 JEEP		54	1-2	220	547		1			3	6	2	5		1			1	2		1
MACK		55	6																		
		56	7																		
		57	8	35	58					6	10										
		58	TOT	35	58					6	10										
KENWORTH		59	8	21	35								1								
PETERBILT		60	8	6	7																
TOT PACCAR CORP.		61		27	42								1								
AUTOCAR		62	7																		
		63	8	9	17			1	1			1	2								
		64	TOT	9	17			1	1			1	2								
WESTERN STAR		65	8																		
WHITE		66	7																		
		67	8	2	4															1	1
		68	TOT	2	4																
TOTAL WHITE MTR.		69		11	22				1	3	2	5	3	2	1	3	1	2		2	3
OTHER		70	1	344	666				1	3	2	5	3	2	1	3	1	2		2	3
		71	2																		
		72	3																		
		73	4																		
		74	5		1																
		75	6	3	6																
		76	7																		
		77	8	5	8																
		78	TOT	352	683				1	3	2	5	3	2	1	3	1	2		2	3
TOTAL GVW		79	1	2668	5330	1	1	5	6	24	44	23	41	4	9	5	12	3	5	9	34
		80	2	3708	8256	5	9	6	12	29	62	21	35	6	10	4	11	3	11	20	41
		81	3	56	98																
		82	4																		
		83	5	6	12															4	4
		84	6	186	375	2	2			2	2			1	1						
		85	7	175	306		1													1	1
		86	8	227	432			2	2	9	14	2	4								
GRAND TOTAL		87		7026	14807	8	21	13	22	64	124	48	80	11	20	9	23	6	16	34	80

604 1-80

MONTH FEBRUARY 1980 PAGE 1 OF 11 STATE MICH 21

EXCLUDES FEDERAL GOVERNMENT REGISTRATIONS

•MERO TOTAL
•1 VAN, RAMCHARGER, D50
•2 VAN, COURIER, RANCHERO & BRONCO
•3 VAN, EL CAMINO, BLAZER & L.U.V.
•4 VAN, JIMMY & CABALLERO
•5 CJ'S, CHEROKEE & WAGONEER

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.

7

Polk National New Vehicle Registration Service TRUCKS Service "F" Report

20175

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE & GVW	CODE	NO	GVW	STATE TOTAL MO.	STATE TOTAL YR.	WASHTENAW MO.	WASHTENAW YR.	WAYNE MO.	WAYNE YR.	HEXFORD MO.	HEXFORD YR.	STATE GOVT MO.	STATE GOVT YR.	EXCL STGOV MO.	EXCL STGOV YR.						
DODGE		1	1			5	7	56	139	1	3			254	501						
		2	2			3	12	202	533		1	2	3	516	1117						
		3	3					10	21				18	52	74						
		4	4																		
›		5	TOT			8	19	268	693	1	4	2	21	822	1692						
•1 DODGE		6	1-3			4	9	187	504	1	1	2	21	484	1035						
PLY VAN TRAIL		7	1				1	13	19					46	79						
DUSTER & ARROW		8	2					24	50					36	76						
›		9	TOT				1	37	69					82	155						
TOT CHRYSLER CORP		10				8	20	305	762	1	4	2	21	904	1847						
› DIAMOND REO		11	8																		
FORD		12	1			9	25	126	272		2			532	1111						
		13	2			26	64	415	1142	6	9	1	2	1527	3489						
		14	3					4	5					4	4						
		15	6					13	24					38	76						
		16	7			2	6	10	24				1	70	124						
		17	8					2	5					23	72						
›		18	TOT			37	95	570	1481	6	11	1	3	2194	4876						
•2 FORD		19	1-2			10	31	248	677	1	4			709	1647						
› FREIGHTLINER		20	8					1	5					16	27						
VOLVO		21	5																		
		22	6											1	1						
		23	7																		
		24	8											1	1						
›		25	TOT																		
TOT FREIGHTLINER		26						1	5					17	28						
CHEVROLET		27	1			30	62	125	232	4	8			1174	2267						
		28	2			30	57	190	407	2	9	3	4	1196	2560						
		29	3																		
		30	5				1	1	1					6	11						
		31	6					1	10					51	109						
		32	7			6	7	3	6					34	56						
		33	8			2	6	2	5					21	35						
›		34	TOT			68	133	322	661	6	17	3	4	2482	5038						
•3 CHEVROLET		35	1-2			31	54	169	342	2	7	1	1	1030	2065						
GMC		36	1			4	7	31	55		1			164	348						
		37	2			2	3	50	95	4	6	4	5	292	674						
		38	3																		
		39	5						2					8	38						
		40	6					13	14					41	69						
		41	7					11	31					46	97						
		42	8																		
›		43	TOT			6	10	105	197	4	7	4	5	551	1226						
•4 GMC		44	1-2			5	5	29	60					145	315						
TOTAL GM CORP.		45				74	143	427	858	10	24	7	9	3033	6264						
INTERNATIONAL		46	2			1	1	13	22					46	90						
		47	6			6	11	17	22				1	86	145						
		48	7			2	2	1	3					29	53						
		49	8					7	11				1	43	70						
›		50	TOT			9	14	38	58				2	204	358						
JEEP		51	1			3	9	45	98		1		1	154	357						
		52	2			2	2	21	58		2			85	236						
›		53	TOT			5	11	66	156		3		1	239	593						
•5 JEEP		54	1-2			5	11	60	148		3		1	220	546						
MACK		55	6																		
		56	7																		
		57	8				1	3	10					35	58						
›		58	TOT				1	3	10					35	58						
› KENWORTH		59	8					4	8					21	35						
› PETERBILT		60	8											6	7						
TOT PACCAR CORP.		61						4	8					27	42						
AUTOCAR		62	7																		
		63	8					1	2					9	17						
›		64	TOT					1	2					9	17						
› WESTERN STAR		65	8												1						
WHITE		66	7																		
		67	8						1					2	4						
›		68	TOT						1					2	4						
TOTAL WHITE MTR.		69						1	3					11	22						
OTHER		70	1			10	18	55	102	1	2			344	666						
		71	2																		
		72	3																		
		73	4																		
		74	5												1						
		75	6											3	6						
		76	7												2						
		77	8											5	8						
›		78	TOT			10	18	55	102	1	2			352	683						
TOTAL GVW		79	1			61	129	451	917	6	17		1	2668	5329						
		80	2			64	139	915	2307	12	27	10	14	3698	8242						
		81	3					14	25				18	56	78						
		82	4																		
		83	5				1	1	1					6	12						
		84	6			6	11	31	58				1	186	374						
		85	7			10	15	27	47					175	305						
		86	8			2	7	31	88				1	227	431						
GRAND TOTAL		87				143	302	1470	3443	18	44	10	36	7016	14771						

604 1-80

MONTH FEBRUARY 1980 PAGE 11 OF 11 STATE MICH 21

EXCLUDES FEDERAL GOVERNMENT REGISTRATIONS

•MEMO TOTAL
•1 VAN, RAMCHARGER, D50
•2 VAN, COURIER, RANCHERO & BRONCO
•3 VAN, EL CAMINO, BLAZER & L.U.V.
•4 VAN, JIMMY & CABALLERO
•5 CJ'S, CHEROKEE & WAGONEER

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.

Service "I"

Service "I" is a statistical report of new truck registrations by make and gross vehicle weight.

The geographical coverage is by individual POST OFFICE TOWNS accumulated to a county total.

Published monthly, the report shows month and year-to-date totals for the current year.

Certain select cities are arranged by individual Market Segments.

DETROIT MARKET SEGMENTATION AREA

M11

LEGEND

BOUNDARIES

COUNTY BOUNDARY

GEOGRAPHIC AREAS

Municipal City of Detroit

Standard Service Towns

Balance of Segmentation Area

Consolidate Statistics of All Red Areas to Obtain Municipal City of Detroit Total.

Initiated 1966
Revised 1/1973

NOTE - STANDARD SERVICE TOWN TOTALS ARE NOT INCLUDED IN SEGMENT TOTALS.

Polk National New Vehicle Registration Service TRUCKS Service "I" Report

11859

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE & GVW	CODE NO	TYPE	COUNTY TOTAL MO.	COUNTY TOTAL YR.	ALLEN PARK MO.	ALLEN PARK YR.	BELLEVILLE MO.	BELLEVILLE YR.	DEARBRN HT MO.	DEARBRN HT YR.	DETROIT-A MO.	DETROIT-A YR.	DETROIT-B MO.	DETROIT-B YR.	DETROIT-C MO.	DETROIT-C YR.	DETROIT-D MO.	DETROIT-D YR.	DETROIT-E MO.	DETROIT-E YR.
DODGE	1	L	56	139																
	2	2	202	533	2	3	2	3												
	3	1	10	21																
	4	4																		
	5	TOT	268	693	2	3	2	3												
•1 DODGE	6	1-3	187	504																
PLY VAN TRAIL	7	1	1	1																
DUSTER & ARROW	8	2	24	50																
	9	TOT	37	69																
TOT CHRYSLER CORP	10		305	702	2	3	2	3												
DIAMOND REO	11	8																		
FORD	12	1	126	270					47	111										
	13	2	415	1142	4	8	4	11	131	449	22	63	6	18	20	32	10	21	14	25
	14	3	4	4																
	15	6	2	2																
	16	7	10	24		1	1	1	2	4									1	2
	17	8	2	2																
	18	TOT	570	1481	5	12	7	16	180	571	35	89	10	24	21	57	12	23	18	32
•2 FORD	19	1-2	248	677	1	2	1	3	91	283	10	32	4	6	9	14	6	10	11	19
FREIGHTLINER	20	8	1	1																
VOLVO	21	5																		
	22	6																		
	23	7																		
	24	8																		
	25	TOT																		
TOT FREIGHTLINER	26		1	1																
CHEVROLET	27	1	122	232	3	3	1	2	5	7	20	46	4	10	5	14	6	15	4	11
	28	2	190	407	3	8	7	13	5	11	49	108	4	10	5	23	6	18	14	21
	29	3	1	1																
	30	5	1	1															1	1
	31	6	1	10					1	1		4		1				1		1
	32	7	2	2					1	1			1	1						
	33	8																		
	34	TOT	322	661	10	12	8	15	10	20	58	132	8	20	15	37	12	34	19	35
•3 CHEVROLET	35	1-2	169	349	6	11	5	7	4	10	34	70	3	8	7	20	4	11	11	18
GMC	36	1	31	55								2								
	37	2	50	95	3	3	2	2	1	2	5	11	1	1	6	8			2	4
	38	3																		
	39	5																		
	40	6										2								
	41	7	1	14								1			2	2	1	1		2
	42	8	11	31							2	2								
	43	TOT	105	197	3	3	2	2	1	2	17	38	2	2	8	12	5	8	3	10
•4 GMC	44	1-2	29	60					1	1	4	8			2	4			1	2
TOTAL GM CORP.	45		423	858	13	17	10	17	11	22	75	170	9	21	23	49	16	40	26	47
INTERNATIONAL	46	2	1	2																
	47	6	17	20							4	7							1	2
	48	7	2	3							1	1								
	49	8	7	11	1	1														
	50	TOT	38	58	1	1					5	8							1	2
JEEP	51	1	45	98		2	2	2							13	45				
	52	2	21	58				1							17	47			1	1
	53	TOT	66	156		2	2	3							30	89			1	1
•5 JEEP	54	1-2	60	148											27	83				
MACK	55	6																		
	56	7																		
	57	8	4	10		1														
	58	TOT	4	10		1														
KENWORTH	59	8																		
PETERBILT	60	8													1	1				
TOT PACCAR CORP.	61		4	8		1									1	1				
AUTOCAR	62	7																		
	63	8	1	2															1	1
	64	TOT	1	2															1	1
WESTERN STAR	65	8																		
WHITE	66	7																		
	67	8	1	1													1			
	68	TOT	1	1													1			
TOTAL WHITE MTR.	69		1	1													1			
OTHER	70	1	55	102		2		1	8	9	3	3			1	4			4	5
	71	2																		
	72	3																		
	73	4																		
	74	5																		
	75	6																		
	76	7																		
	77	8																		
	78	TOT	55	102		2		1	8	9	3	3			1	4			4	5
TOTAL GVW	79	1	451	917	9	19	15	30	61	131	23	38	3	10	15	28	6	16	7	14
	80	2	915	2307	12	19	15	30	137	464	83	194	10	37	54	122	28	65	41	67
	81	3	14	25							1	1								
	82	4																		
	83	5	1	1																
	84	6	2	58					1	3	7	20								
	85	7	2	47			1	1	2	4	1	2			2	6	1	1	2	4
	86	8	31	88	1	4			1	3	10	29	1	3	2	6	1	4	2	4
GRAND TOTAL	87		1470	3443	22	43	21	40	201	608	129	289	23	59	85	194	46	96	69	115

605 1-80

MONTH FEBRUARY 1980 PAGE 1 OF 6 STATE MICH 21 COUNTY WAYNE 163 119

•DEMO TOTAL
•1 VAN, RAMCHARGER, D50
•2 VAN, COURIER, RAMCHERO & BRONCO
•3 VAN, EL CARIBO, BLAZER & L.U.V.
•4 VAN, JIMMY & CABALLERO
•5 CJ'S, CHEROKEE & WAGONEER

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.

Polk National New Vehicle Registration Service TRUCKS Service "I" Report

11860

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

MAKE & GVW	CODE	NO	GVW	COUNTY TOTAL MO.	COUNTY TOTAL YR.	DETROIT-F MO.	DETROIT-F YR.	DETROIT-G MO.	DETROIT-G YR.	DETROIT-H MO.	DETROIT-H YR.	E DEARBORN MO.	E DEARBORN YR.	CORSE MO.	CORSE YR.	FLAT ROCK MO.	FLAT ROCK YR.	GARDEN CITY MO.	GARDEN CITY YR.	GROSSE ILE MO.	GROSSE ILE YR.
DODGE		1	1																		
		2	2			7	10	4	11	1	1	3	4			1	1	4	4		
		3	3																		
		4	4																		
>		5	TOT			7	11	5	13	1	1	4	5			1	1	5	5		
+1 DODGE		6	1-3			4	7	5	9			3	4			1	1	3	4		
PLY VAN TRAIL		7	1			1															
DUSTER & ARROW		8	2			1	2	1	1				1								
>		9	TOT			2	2	1	1				1								
TOT CHRYSLER CORP		10				9	14	6	15	1	1	5	6			2	2	5	5		
> DIAMOND REO		11	8																		
FORD		12	1																		
		13	2			5	9	5	10	6	11	83	248			3	4	6	3	1	1
		14	3																		
		15	6				1					1	1								
		16	7								1	1	2								
		17	8																		
>		18	TOT			5	10	5	10	6	12	84	251			3	4	6	3	1	1
+2 FORD		19	1-2			3	4	5	6	5	5	51	160			2	1	5	1	1	1
> FREIGHTLINER		20	8																		
VOLVO		21	5																		
		22	6																		
		23	7																		
		24	8																		
>		25	TOT																		
TOT FREIGHTLINER		26																			
CHEVROLET		27	1			5	8	5	9	2	4	9	14			1	1	4	4	2	2
		28	2			3	11	8	10	1	1	9	18			3	1	4	5	2	2
		29	3																		
		30	5																		
		31	6																		
		32	7																		
		33	8																		
>		34	TOT			8	19	10	19	3	5	18	32			4	2	8	9	2	3
+3 CHEVROLET		35	1-2			4	11	5	9	3	5	8	14			2	2	3	7	2	3
GMC		36	1				4														
		37	2									12	12			1		1	2		
		38	3																		
		39	5																		
		40	6																		
		41	7			1	1														
		42	8																		
>		43	TOT			1	5	4	7	2	3	13	15			1		2	3		
+4 GMC		44	1-2									1	1					1	1		
TOTAL GM CORP.		45				10	24	14	20	5	8	26	41			8	2	8	13	2	4
INTERNATIONAL		46	2																		
		47	6					1	1												
		48	7																		
		49	8																		
>		50	TOT					1	1							1					
JEEP		51	1																		
		52	2																		
>		53	TOT																		
+5 JEEP		54	1-2																		
MACK		55	6																		
		56	7																		
		57	8																		
>		58	TOT																		
> KENWORTH		59	8																		
> PETERBILT		60	8																		
TOT PACCAR CORP.		61																			
AUTOCAR		62	7																		
		63	8																		
>		64	TOT																		
> WESTERN STAR		65	8																		
WHITE		66	7																		
		67	8																		
>		68	TOT																		
TOTAL WHITE MTR.		69																			
OTHER		70	1				5	1	1			6	10	1	1	1	1	5	5		
		71	2																		
		72	3																		
		73	4																		
		74	5																		
		75	6																		
		76	7																		
		77	8																		
>		78	TOT				5	1	1			6	10	1	1	1	1	5	5		
TOTAL GVW		79	1			13	25	11	17	5	9	21	41			4	2	7	11	3	4
		80	2			16	34	20	35	8	13	111	290			8	7	13	13	2	2
		81	3																		
		82	4																		
		83	5																		
		84	6				1		1												
		85	7			1						1	1								
		86	8			2	2	2	2	1	2	3	10	1	1	2		2	4	1	1
GRAND TOTAL		87				32	67	32	53	14	25	137	344	1	2	14	10	24	44	6	7

605 1-80

MONTH FEBRUARY 1980 PAGE 2 OF 6 STATE MICH 21 COUNTY WAYNE 163 120

•REMO TOTAL
•1 VAN, RAMCHARGER, D50
•2 VAN, COURIER, RANCHERO & BRONCO
•3 VAN, EL CAMINO, BLAZER & L.U.V.
•4 VAN, JIMMY & CABALLERO
•5 CJ'S, CHEROKEE & WAGONEER

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS.

Service "P"

Service "P" is a statistical report of new import and other new domestic truck registrations, by make. In addition, the major domestic truck makes in the 6,000 lbs. and under gross vehicle weight group are shown.

The geographical coverage is by STATE to a U. S. Total.

Published monthly, this service shows both month and year-to-date totals. Current and previous year totals are shown for the United States.

Polk National New Vehicle Registration Service TRUCKS Service "P" Report

"COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE,RE-SALE,RE-PUBLISHING OR SHARING PROHIBITED"

MAKE	US SUMMARY 1980		US SUMMARY 1979											
	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.	MO.	YR.
DOMESTIC SPONSORED IMPORTS 0-6000 LBS														
CHEVROLET L.U.V.-J	7537	15787	8558	15039										
FORD COURIER-J	6605	13224	5855	12507										
DODGE D-50-J	3341	6332	1736	2956										
PLYMOUTH ARROW-J	1696	3119	872	1519										
TOTAL	19179	38442	17021	32021										
OTHER IMPORTS 0-6000 LBS														
DATSUN-J	8807	17735	6055	12855										
MAZDA-J	881	1461	386	722										
SUBARU-J	1137	2419	1945	3429										
TOYOTA-J	11641	22833	6822	14582										
VOLKSWAGEN-G	1823	3225												
OTHERS			1	1										
TOT OTHER IMPORT 0-6000 LBS	24349	47673	15209	31589										
TOTAL IMPORTS 0-6000 LBS	43528	86115	32230	63610										
IMPORTS OVER 6000 LBS														
IVECO-MAGIRUS-I	78	236												
MACK-MIDLINER-F														
MERCEDES BENZ-G	290	592	186	372										
VOLVO-S	66	147	30	85										
OTHERS		1	1	1										
TOTAL IMPORTS OVER 6000 LBS	434	976	217	458										
GRAND TOTAL IMPORTS	43962	87091	32447	64068										
DOMESTIC 0-6000 LBS														
CHEVROLET TRUCKS-A	15913	32155	20875	42254										
CHEVROLET OTHERS-A (1)	7050	14545	7846	15710										
DODGE TRUCKS-A	2394	4786	2851	5472										
DODGE VANS & RAMCHARGER-A	1337	2976	2238	4442										
FORD TRUCKS-A	11385	24005	12846	26087										
FORD OTHERS-A (2)	2317	5043	2677	5543										
GMC TRUCKS-A	3196	6747	4041	8202										
GMC OTHERS-A (3)	816	1800	888	1878										
JEEP CJ'S-A	4448	9322	6630	13623										
PLY TRAIL DUSTER/VOYAGER-A	95	193	15	30										
TOTAL	48951	101572	60715	123241										
MISC. DOMESTIC														
CRANE CARRIER-A	36	64	42	80										
DIVCO-A	4	10	3	4										
DUPLEX-A	6	8												
F.W.D.-A	14	36	19	31										
HENDRICKSON-A	16	34	12	35										
KARRON-A	19	28	9	22										
OSHKOSH-A	23	44	25	48										
RITEWAY-A	3	5	4	5										
WALTER-A	1	2												
OTHERS	12	22	22	46										
TOTAL MISC. DOMESTIC	134	253	136	271										

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS
THE 1979 FIGURES EXCLUDE PASSENGER VANS

693 1/80

A-AMERICAN B-BRITISH G-GERMAN I-ITALIAN
F-FRENCH S-SWEDISH J-JAPANESE

(1) INCLUDES CHEVY VAN & EL CAMINO
(2) INCLUDES FORD VAN & RANCHERO
(3) INCLUDES VANS & CABALLERO

MONTH FEBRUARY 1980

	1980 MONTH	1980 YEAR	1979 MONTH	1979 YEAR
GRAND TOTAL TRUCKS	208923	441332	275089	557056

Polk National New Vehicle Registration Service TRUCKS Service "P" Report

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE.NO-SALE,NO-PUBLISHING OR SHARING PROHIBITED

MAKE			MO		MASS		MICH		MINN		MISS		MO	
	NO.	YR.	NO.	YR.	NO.	YR.	NO.	YR.	NO.	YR.	NO.	YR.	NO.	YR.
DOMESTIC SPONSORED IMPORTS 0-6000 LBS														
CHEVROLET L.U.V.-J			121	204	101	211	234	483	98	233	127	303	223	381
FORD COURIER-J			108	199	51	98	150	270	172	294	124	405	166	299
DODGE D-50-J			67	108	38	74	109	192	83	135	26	56	86	110
PLYMOUTH ARROW-J			33	56	15	30	42	70	33	51	8	21	24	52
TOTAL			329	567	205	413	535	1015	386	713	285	785	479	822
OTHER IMPORTS 0-6000 LBS														
DATSUB-J			184	287	96	171	140	282	63	135	172	350	150	264
MAZDA-J			11	17	25	37	7	17	23	32	9	23	10	14
SUBARU-J			22	39	34	67	21	47	3	15	8	25	10	25
TOYOTA-J			176	312	122	242	123	231	96	178	145	362	111	223
VOLKSWAGEN-G			53	75	35	70	53	89	21	42	7	14	25	32
OTHERS														
TOT OTHER IMPORT 0-6000 LBS			446	730	312	587	344	666	206	402	341	774	306	558
TOTAL IMPORTS 0-6000 LBS			775	1297	517	1000	879	1681	592	1115	626	1559	785	1380
IMPORTS OVER 6000 LBS														
IVECO-MAGIRUS-I			2	5							2	3	1	1
MACK-MIDLINER-F														
MERCEDES BENZ-G			3	6	22	50	3	8	2	21	2	3	11	20
VOLVO-S				1	5	6	1	1	6	10	4	4		
OTHERS														
TOTAL IMPORTS OVER 6000 LBS			5	12	27	56	4	9	8	31	8	10	12	21
GRAND TOTAL IMPORTS			780	1309	544	1056	883	1690	600	1146	634	1569	797	1401
DOMESTIC 0-6000 LBS														
CHEVROLET TRUCKS-A			266	507	257	518	650	1275	280	602	481	1011	379	832
CHEVROLET OTHERS-A (1)			182	343	231	439	290	509	108	219	90	198	97	205
DODGE TRUCKS-A			88	133	44	97	96	192	55	109	45	116	65	129
DODGE VANS & RAMCHARGER-A			31	53	65	219	49	117	32	82	10	24	20	35
FORD TRUCKS-A			203	418	162	369	336	724	176	409	338	844	251	433
FORD OTHERS-A (2)			54	116	87	250	46	117	128	180	16	61	32	66
GMC TRUCKS-A			25	59	41	96	126	284	46	114	86	179	76	133
GMC OTHERS-A (3)			11	28	18	41	38	64	28	50	8	21	20	28
JEEP CJ'S-A			58	131	85	156	154	358	54	108	35	92	96	211
PLY TRAIL DUSTER/VOYAGER-A					4	5	4	9	2	7		1	2	2
TOTAL			918	1788	994	2190	1789	3649	907	1880	1109	2547	1038	1873
MISC. DOMESTIC														
CRANE CARRIER-A							1	2						
DIVCO-A								1						
DUPLEX-A			1	1										
F.W.D.-A			1	1			1	1						
HENDRICKSON-A					2	2								
MARMON-A			9	10									1	2
OSHKOSH-A							1	1	1	2				
RITEWAY-A							2	4						
WALTER-A														
OTHERS				1		1								
TOTAL MISC. DOMESTIC			11	13	2	3	5	9	1	2			1	2

NOTE: THE 1980 FIGURES INCLUDE PASSENGER VANS
THE 1979 FIGURES EXCLUDE PASSENGER VANS

A-AMERICAN B-BRITISH G-GERMAN I-ITALIAN
F-FRENCH S-SWEDISH J-JAPANESE

(1)INCLUDES CHEVY VAN & EL CAMINO
(2)INCLUDES FORD VAN & RANCHERO
(3)INCLUDES VANS & CABALLERO

MONTH FEBRUARY 1980

Pocket Summary

The Pocket Summary is a small compact report designed, as the name implies, to be carried in the pocket of those individuals who are interested in the latest statistics on car and truck registrations for both Domestic and Imported Vehicles.

Passenger car registrations for the United States are compiled by make and selected series. Month and year-to-date figures are shown for both the current and previous years. In additio-, a year-end total for the previous year is shown.

Truck registrations for the United States are compiled by make. Month and year-to-date figures are shown for the current year. Year-to-date figures are shown for that same period of the previous year. The truck registrations are also compiled by weight group on a year-to-date basis for the current year. The weight group total is shown covering the same period of the previous year.

Imported car and truck registrations are compiled for the ten and four leading makes respectively, showing year-to-date figures for the current and previous year. The makes are listed in current year rank sequence. The totals of all import car and truck registrations are shown for the current and previous years.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	94560	23.92	1	48288	17.12	1
DATSUN	82119	20.77	2	46726	16.57	2
HONDA	53801	13.61	3	43830	15.54	4
VOLKSWAGEN	34454	8.71	4	44727	15.86	3
MAZDA	25525	6.46	5	14117	5.00	5
SUBARU	19108	4.83	6	11894	4.22	6
FIESTA*	12436	3.15	7	9328	3.31	7
COLT/HATCHBACK*	11869	3.00	8	6114	2.17	12
ARROW/CHAMP*	11767	2.98	9	4941	1.75	13
MERCEDES BENZ	8534	2.16	10	7284	2.58	9
TOTAL IMPORT CARS	395387			282059		
VOLVO	7857	1.99	11	7369	2.61	8
FIAT	5620	1.42	13	6919	2.45	10
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	22834	26.22	1	14583	22.76	2
DATSUN	17735	20.36	2	12855	20.06	3
CHEVROLET L.U.V.*	15767	18.10	3	15039	23.47	1
FORD COURIER*	13224	15.18	4	12507	19.52	4
DODGE D50*	6332	7.27	5	2956	4.61	5
PLYMOUTH ARROW*	3119	3.58	6	1519	2.37	6
TOTAL IMPORT TRUCK	87091			64068		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2658918
*1975	8261840	2387417
*1976	9751485	3068009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

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FEBRUARY 1980 ISSUED 04/80

R. 1/80

Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.
DETROIT, MICH.

FEBRUARY 1980

pocket summary *of registrations*

new cars

new trucks

COURTESY OF
R·L·POLK & CO.

POLK STATISTICS
®

Polk Analysis of New Truck Registrations

The Truck Model report is a statistical report of new truck registrations compiled by make, model name code, and gross vehicle weight. This report is produced in two sections: GVW I through III; GVW IV through VIII. A United States summary showing month and year-to-date totals is published monthly.

Year-to-date totals by State are compiled and published quarterly.

POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE

TRUCKS BY MODEL

MONTH FEBRUARY 1980 | GVW GROUPS 1 - 2 - 3 | MAKE FORD |

MODEL	NUMBER OF UNITS MONTH	NUMBER OF UNITS YEAR	MODEL	NUMBER OF UNITS MONTH	NUMBER OF UNITS YEAR	MODEL	NUMBER OF UNITS MONTH	NUMBER OF UNITS YEAR	MODEL	NUMBER OF UNITS MONTH	NUMBER OF UNITS YEAR
GVW 1			E34 CARGO VAN 8	290	681	S31 SUPER CLUB WGN 6	3	12			
			E35 WINDOW VAN 6	7	13	S31 SUPER CLUB WGN 8	83	237			
E01 CLUB WGN 6	14	50	E35 WINDOW VAN 8	19	62	S34 SUPER CARGO VN 6	13	21			
E01 CLUB WGN 8	27	46	E36 DISPLAY VAN 6	18	29	S34 SUPER CARGO VN 8	182	390			
E04 CARGO VAN 6	814	1751	E36 DISPLAY VAN 8	6	12	S35 SUPER WNDOW VN 6	7	12			
E04 CARGO VAN 8	272	659	E37 CUTAWAY 6	171	349	S35 SUPER WNDOW VN 8	20	41			
E05 WINDOW VAN 6	60	177	E37 CUTAWAY 8	659	1138	S36 SUPER DSPLY VN 8	12	25			
E05 WINDOW VAN 8	28	75	E38 CUTAWAY PARCEL 6	8	24	U15 BRONCO WGN 4X4 6	452	995			
E06 DISPLAY VAN 6	408	631	E38 CUTAWAY PARCEL 8	263	518	U15 BRONCO WGN 4X4 8	3366	7649			
E06 DISPLAY VAN 8	2	16	F14 PICKUP 4X4 6	2012	4444	X14 SUP CB PU 4X4 6	16	29			
F10 PICKUP 6	6704	13081	F14 PICKUP 4X4 8	3577	8462	X14 SUP CB PU 4X4 8	196	420			
F10 PICKUP 8	4600	10725	F15 PICKUP 6	3267	6220	X15 SUPER CB PU 6	157	337			
F17 CH CAB 6	2	3	F15 PICKUP 8	6544	14863	X15 SUPER CB PU 8	1027	2212			
F17 CH CAB 8	3	5	F16 CH CAB 4X4 6	3	3	X16 SUP CH CB 4X4 8	1	1			
RANCHERO GT 2DR 6	1	1	F16 CH CAB 4X4 8	2	4	X19 SUPER CH CB 8	1	1			
RANCHERO GT 2DR 8	288	694	F19 CH CAB 6		2	X25 SUPER CB PU 6	39	77			
RANCHERO SQ 2DR 8	24	51	F19 CH CAB 8	1	6	X25 SUPER CB PU 8	354	841			
RANCHERO 500 2DR 8	379	892	F25 PICKUP 6	864	1783	X26 SUP CB PU 4X4 8	228	457			
TA COURIER 4	6605	13222	F25 PICKUP 8	2273	5294	X27 SUPER CH CB 8	2	6			
X10 SUPER CB PU 6	42	91	F26 PICKUP 4X4 6	436	965	X28 SUP CH CB 4X4 8		1			
X10 SUPER CB PU 8	30	96	F26 PICKUP 4X4 8	1816	4509	X35 SUPER CB PU 6	8	12			
			F27 CH CAB 6	13	14	X35 SUPER CB PU 8	161	334			
MODEL NOT GIVEN	4	6	F27 CH CAB 8	31	73	X36 SUP CB PU 4X4 8	7	16			
			F28 CH CAB 4X4 8	5	8	X37 SUP C/C ST PLF 8		1			
TOTAL GVW 1	20307	42272	F35 PICKUP 6	40	96	X38 SUP CH CAB 4X4 8		2			
			F35 PICKUP 8	576	1195						
			F36 PICKUP 4X4 8	701	1595	MODEL NOT GIVEN	9	24			
GVW 2			F37 C/C STK PLF 6	286	421						
			F37 C/C STK PLF 8	2879	5554	TOTAL GVW 2	39577	87705			
E11 CLUB WGN 6	110	291	F38 CH CAB 4X4 8	10	31						
E11 CLUB WGN 8	643	1634	S11 SUPER CLUB WGN 6	3	9						
E14 CARGO VAN 6	1168	2511	S11 SUPER CLUB WGN 8	37	73	GVW 3					
E14 CARGO VAN 8	1720	3980	S14 SUPER CARGO VN 6	36	104						
E15 WINDOW VAN 6	138	289	S14 SUPER CARGO VN 8	140	332	P60 F/C CH 8	61	134			
E15 WINDOW VAN 8	326	790	S15 SUPER WNDOW VN 6	9	21						
E16 DISPLAY VAN 6	69	198	S15 SUPER WNDOW VN 8	36	77	TOTAL GVW 3	61	134			
E16 DISPLAY VAN 8	15	81	S16 SUPER DSPLY VN 6	1	2						
E21 CLUB WGN 6	10	23	S16 SUPER DSPLY VN 8		1						
E21 CLUB WGN 8	449	1041	S21 SUPER CLUB WGN 6	26	55						
E24 CARGO VAN 6	162	438	S21 SUPER CLUB WGN 8	284	729						
E24 CARGO VAN 8	609	1395	S24 SUPER CARGO VN 6	48	95						
E25 WINDOW VAN 6	30	56	S24 SUPER CARGO VN 8	141	304						
E25 WINDOW VAN 8	60	164	S25 SUPER WNDOW VN 6	6	18						
E26 DISPLAY VAN 6	15	48	S25 SUPER WNDOW VN 8	20	57						
E26 DISPLAY VAN 8	21	41	S26 SUPER DSPLY VN 6		2						
E34 CARGO VAN 6	123	321	S26 SUPER DSPLY VN 8	1	4						

724 9/77 8-0499 COMPILED BY R.L. POLK & CO. FROM OFFICIAL STATE RECORDS AND SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE, RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED

45

POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE

TRUCKS BY MODEL

MONTH FEBRUARY 1980 — GVW GROUPS 4 - 5 - 6 - 7 - 8 — MAKE FORD —

MODEL	NUMBER OF UNITS MONTH	NUMBER OF UNITS YEAR
GVW 6		
B600	19	39
B610	9	63
B700	214	317
B700D		1
B710		1
C600	3	5
C610	37	71
F600	599	1323
F600 4X4	36	81
F610	284	645
LN600	64	128
MODEL NOT GIVEN	3	4
TOTAL GVW 6	1268	2678
GVW 7		
C700	153	312
C700D	23	59
C800	33	60
C800D	80	172
C900	8	36
F700	639	1122
F700D	47	98
F800	177	355
LN700	222	508
LN700D	290	635
LN800	154	365
LN800D	143	317
LN900	6	26
L800	22	49
L800D	41	96
L900	8	18
MODEL NOT GIVEN	9	14
TOTAL GVW 7	2055	4240
GVW 8		
CLT9000D	144	
CL9000D	79	191
CT8000D	14	29
CT900		1
LNT800	32	66
LNT8000D	71	125
LNT900	2	2
LNT9000D	205	393
LN9000D	150	306
LTL9000D	11	25
LTS800	5	8
LTS8000D	30	77
LTS9000D	29	81
LT800	24	50
LT8000D	88	191
LT900	4	9
LT9000D	166	406
L9000D	9	23
MODEL NOT GIVEN	1	3
TOTAL GVW 8	1064	2305

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POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE

TRUCKS BY MODEL

MONTH MARCH 1978 GVW GROUPS 6 MAKE FORD

STATE	B600 YTD	B610 YTD	B700 YTD	B7000D YTD	B710 YTD	B750 YTD	C600 YTD	C700 YTD	C70000 YTD	C750 YTD	F600 YTD	F600 4X4 YTD	F700 YTD	F7000D YTD	F750 YTD	LN600 YTD	LN700 YTD
ALABAMA			2				1	6	2		112	1	88	6	2	1	12
ALASKA								1			4				1	1	1
ARIZONA			3				3	1		1	74	1	14	6		1	7
ARKANSAS																	
CALIFORNIA	2	8	11	23		2	138	126	45		330	8	67	18	4	92	146
COLORADO		1				10	2	1	1		59	6	11	7	3	9	7
CONNECTICUT			2				5	1	1		20		13			3	3
DELAWARE							1				8		2			1	
DISTRICT OF COLUMBIA											6						
FLORIDA	1	3	26		1		5	2	6		229	10	132	15		12	38
GEORGIA	1	1	15				2	10	1		95	1	115	12	5	2	8
HAWAII			1					1			6		2				
IDAHO	2	1						1	1		17		5			1	9
ILLINOIS	6	6	19				16	14	2	1	160	9	65	7	9	51	133
INDIANA	3		14				2	3	2		116	9	35	3	3	12	53
IOWA	5	1	1				3	6			46		15	1		3	11
KANSAS	5	9	9			2	1	1	4		43		19	6	2	4	11
KENTUCKY	1		1			1	1	4			56	5	33	2		5	9
LOUISIANA		1	7	1				14	2		127	3	49	11		5	5
MAINE	1		4			1					12	1	9	2	2	3	1
MARYLAND			1				5	2	1		61		50	1		2	19
MASSACHUSETTS			5				5	16	1		55	5	16			1	10
MICHIGAN	5	10	4				12	16			122	7	35	2		2	24
MINNESOTA		1	12			13	12	9	2		71	4	37	2	3	15	24
MISSISSIPPI	1	10	3				1	4			56	9	44	2			9
MISSOURI	2	15	17				5	6			83	2	33	4	8	9	18
MONTANA	1	1						1			13	1	8		1	5	2
NEBRASKA	1	6					3	3	1	1	45	5	19	5	7	7	14
NEVADA			1						1		13	2	4			2	
NEW HAMPSHIRE											2		4				1
NEW JERSEY	2		9	3			10	12	8		84		28	3	2	16	9
NEW MEXICO		1	1				2				24	2	12	2		1	3
NEW YORK	7	5	15			1	16	20	5	1	189	3	86	2	1	37	41
NORTH CAROLINA		3	6				3	34	1	2	171	3	104	9	4	4	12
NORTH DAKOTA		4	1					1			10	2	5	1			5
OHIO	4	1	20	10			8	18	5		203	3	63	4	1	29	77
OKLAHOMA																	
OREGON	3		2				11	8	5		34	1	14	3		15	11
PENNSYLVANIA		1	11				11	13	1		104	10	36	9	8	21	38
RHODE ISLAND									2		5						2
SOUTH CAROLINA			1						2		5		5	5	1	1	5
SOUTH DAKOTA							2	4			1	1					
TENNESSEE		1	12				1	4	1	1	145	1	63	2	2	2	20
TEXAS	5	1	3				13	25	5	4	514	30	183	17	9	33	55
UTAH							1		1		16	1	7	2		8	8
VERMONT											4		1				
VIRGINIA	1	2	5				4	13	11		105	7	80	29	4	9	13
WASHINGTON	2	1	2	5	1		10	1	1	1	31	3	26	6	8	12	13
WEST VIRGINIA	1							4	2		26	2	21	1	1		7
WISCONSIN		1	8				3	8	5		64	3	26	1	1	21	14
WYOMING		1	1								10		8	1		1	3
MOTOR HOME CHASSIS																	
FEDERAL GOVERNMENT			20				1				8		2				
TOTAL	59	96	323	42	2	30	317	427	138	12	3854	158	1747	210	96	529	904

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47

R. L. Polk & Co.

Motor Statistical Division

Cars by Model Report

This job consists of reporting all domestic passenger and selected Import Car Models by carline and by body style, including a breakout of (2) two and (4) four door models.

Month and Model year-to-date statistice are shown.

The information for this report is obtained from condensed Passenger Work File.

POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE
CARLINE BY MODEL BY CYLINDER-(BY YEAR MODEL)

1980 YEAR MODELS

FEBRUARY 1980	MONTH				YEAR-TO-DATE			
FORD	4 CYL	6 CYL	8 CYL	TOTAL	4 CYL	6 CYL	8 CYL	TOTAL
LTD S								
2D SED			1	1			5	5
4D SED			666	666			2445	2445
4D S/W-6P			150	150			584	584
TOTAL LTD S			817	817			3034	3034
LTD								
2D SED			492	492			2726	2726
4D SED			2277	2277			13780	13780
4D S/W-6P			601	601			3930	3930
TOTAL LTD			3370	3370			20436	20436
LTD CROWN VICTORIA								
2D SED			330	330			1083	1083
4D SED			945	945			3508	3508
4D S/W-6P			421	421			2452	2452
TOTAL CROWN VICTORIA			1696	1696			7043	7043
TOTAL CARLINE			5883	5883			30513	30513
GRANADA								
2D SED		908	196	1104		4560	1227	5787
4D SED		1974	685	2659		11675	3597	15272
TOTAL CARLINE		2882	881	3763		16235	4824	21059
FAIRMONT								
2D SED	1570	1041	35	2646	4163	5624	155	9942
4D SED	1688	5300	349	7337	5467	28929	1310	35706
4D S/W	348	3335	356	4039	1241	12730	1341	15312
TOTAL FAIRMONT	3606	9676	740	14022	10871	47283	2806	60960
FAIRMONT FUTURA								
2D SED	1090	1952	181	3223	3155	7600	692	11447
TOTAL CARLINE	4696	11628	921	17245	14026	54883	3498	72407
MUSTANG II								
2D H/T	5669	1431	46	7146	22243	8224	240	30707
3D H/T 2+2	3170	1537	139	4846	13560	8358	631	22549
2D H/T GHIA	447	759	96	1302	1885	3482	435	5802
3D H/T MACH I	433	617	103	1153	1997	2895	451	5343
TOTAL CARLINE	9719	4344	384	14447	39685	22959	1757	64401
THUNDERBIRD								
2D H/T			9139	9139			42620	42620
PINTO								
2D SED	5074			5074	18048			18048
3D RUNABOUT	3496			3496	16517			16517
2D S/W	2127			2127	8476			8476
TOTAL CARLINE	10697			10697	43041			43041
FIESTA								
3D RUNABOUT	2928			2928	4693			4693
TOTAL FORD DIVISION	28040	18854	17208	64102	101445	94077	83212	278734

688 9-77 7-0015

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R.L. Polk & Co.

Motor Statistical Division

Company R.L. Polk & Co. .Job No. X-0040

Job Import Passenger Car Report By Make/Model. Issued Monthly

Geographical Area Covered United States

Job Description:

This report consists of month and year-to-date totals for all passenger Imports by make and series. Standard R.L. Polk Make/Model codes are also shown.

POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE
IMPORT PASSENGER CAR BY MODEL

MONTH FEBRUARY 1980

	MAKE MODEL CODES	MONTH	YTD
ALFA ROMEO (I)			
SPIDER 2-DOOR	50230	75	155
ALFETTA 4-DOOR	50240	30	76
ALFETTA GT/GTV 2-DOOR	50260	65	115
*	50270		
TOTAL		170	346
ASTON MARTIN (B)	50400	3	6
AUDI (G)			
FOX 2-DOOR SEDAN	56070	2	12
FOX 4-DOOR SEDAN	56080	3	8
FOX STA WGN	56090	1	4
5000/5000-S 4-DOOR SEDAN	59300	1872	3841
4000 2/4-DOOR SEDAN	59310	1125	2275
TOTAL		3003	6140
BENTLEY (B)	53700		
BMW (G)			
530I/528I 4-DOOR SEDAN	50920	510	1076
320I 2-DOOR SEDAN	50930	1831	3297
733I 4-DOOR	50940	165	432
633 CSI 2-DOOR	50950	65	116
TOTAL		2571	4921
CITROEN (F)			
SM	51710		
BALANCE OF CITROEN	51720		
TOTAL			
DATSUN (J)			
210 COUPE	50610	3816	7782
210 2/4-DOOR SEDAN	50620	6874	13128
F10 COUPE	50680		
280Z 2-DOOR 2+2	50670		
F10 STATION WAGON	50680		
F10 COUPE/WAGON	50690		
280Z 2-DOOR	51980		
510 COUPE	51990	173	350
200SX 2-DOOR COUPE	59100	5243	9970
810 SEDAN 4-DOOR	59110	212	435
810 STA WGN 5-DOOR	59120	243	441
510 2/4-DOOR SEDAN	59130	4147	8519
510 STATION WAGON 5-DOOR	59140	1760	3644
B210 COUPE/SEDAN 2/4-DOOR	59150		
210 5-DOOR STA WGN	59160	3857	7972
310 2-DOOR SEDAN	59170	4942	10049
310 2-DOOR COUPE	59180	3230	6345
810 2-DOOR COUPE	59190	245	474

 *RESERVED MAKE/MODEL CODE

NEW TRUCK BY MAKE MODEL

This service is a statistical report of new truck registrations by make series and gross vehicle weight. Cylinder information is shown for those series having multiple cylinder configurations.

Published monthly, this service shows current month and year-to-date totals at a U.S. level. Quarterly, this report is issued showing statistics by both State and U.S.

POLK NATIONAL NEW VEHICLE REGISTRATION
NEW TRUCK REGISTRATIONS
BY MAKE MODEL

MONTH FEBRUARY 1980

MAKE ABBR.	MAKE	CYL	MAKE MODEL CODES	MONTH	YTD
DOD	DODGE (CONT'D)				
	GVW 4				
	MOTOR HOME M600, M60D		64549	2	2
	MOTOR HOME M500, M50C, M50D		64649	4	6
DUP	DUPLEX				
	GVW 8				
	DUPLEX DIESEL		84586	6	8
	DUPLEX		84589		
FOR	FORD				
	GVW 1				
	ECONOLINE SW E01, E02	6	65013	14	50
	ECONOLINE SW E01, E02	8	65014	27	46
	C & C F17	6	65113	2	3
	C & C F17	8	65114	3	5
	PICKUP F10	6	65213	6707	13082
	PICKUP F10	8	65214	4601	10728
	RANCHERO 47, 48, 49	8	65314	692	1638
	ECONOLINE VAN E04-E06	6	65613	1282	2559
	ECONOLINE VAN E04-E06	8	65614	302	750
	PICKUP SUP CAB X10		65618	72	187
	C & C SUP CAB X17		65718		
	GVW 2				
	C & C 4X4 F28	6	65020		
	C & C 4X4 F28	8	65021	5	8
	PICKUP F35	6	65023	40	96
	PICKUP F35	8	65024	576	1195
	PICKUP F15	6	65028	3267	6220
	PICKUP F15	8	65029	6548	14875
	PICKUP F14 4X4	6	65120	2012	4445
	PICKUP F14 4X4	8	65121	3579	8465
	C & C F27	6	65123	13	14
	C & C F27	8	65124	31	73
	4X4 PICKUP SUP CAB X14		65125	212	451
	C & C F19	6	65128		2
	C & C F19	8	65129	1	6
	PICKUP 4X4 F26	6	65220	436	965
	PICKUP 4X4 F26	8	65221	1816	4508
	PICKUP F25	6	65223	864	1786
	PICKUP F25	8	65224	2273	5294
	4X4 C & C SUP CAB X16		65225	1	1
	PICKUP SUP CAB X15		65228	1184	2547
	C & C SUP CAB X19		65229	1	1
	BRONCO 4X4 W15E	6	65320	452	1000
	BRONCO 4X4 U15	8	65321	3366	7641

POLK NATIONAL NEW VEHICLE REGISTRATION
NEW TRUCK REGISTRATIONS
BY MAKE MODEL

MONTH FEBRUARY 1980

MAKE ABBR.	MAKE	CYL	MAKE MODEL CODES	MONTH	YTD
FOR	FORD (CONT'D)				
	GVW 2				
	4X4 P/U SUP CAB X26		65325	228	457
	PICKUP SUP CAB X25		65328	393	917
	C & C SUP CAB X27		65329	2	6
	C & C F16 4X4	6	65420	3	3
	C & C F16 4X4	8	65421	2	4
	C & C F37	6	65423	286	421
	C & C F37	8	65424	2880	5555
	4X4 C & C SUP CAB X28		65425		1
	PICKUP SUP CAB X35		65428	169	346
	C & C SUP CAB X37		65429		1
	PICKUP 4X4 F36	6	65520		
	PICKUP 4X4 F36	8	65521	701	1595
	ECONOLINE SUPER VAN S14-S36	6	65528	120	275
	ECONOLINE SUPER VAN S14-S36	8	65529	553	1237
	C & C 4X4 F38	6	65620	1	1
	C & C 4X4 F38	8	65621	9	30
	ECONOLINE VAN E14-E36	6	65623	1729	3902
	ECONOLINE VAN E14-E36	8	65624	3068	7209
	ECONOLINE SW E11, E21	6	65628	120	314
	ECONOLINE SW E11, E21	8	65629	1092	2676
	4X4 PICKUP SUP CAB X36	6	65720		
	4X4 PICKUP SUP CAB X36	8	65721	7	16
	ECONOLINE SUPER SW S11, S21, S31	6	65728	32	76
	ECONOLINE SUPER SW S11, S21, S31	8	65729	404	1039
	4X4 C & C SUP CAB X38	6	65820		
	4X4 C & C SUP CAB X38	8	65821		2
	STANDARD CUTAWAY E37	6	65823	171	349
	STANDARD CUTAWAY E37	8	65824	659	1138
	PARCEL CUTAWAY E38	6	65923	8	24
	PARCEL CUTAWAY E38	8	65924	263	518
	GVW 3				
	PARCEL P600		65239	61	134
	GVW 6				
	SCHOOL BUS B600, B700, B610, B710		65169	242	420
	SCHOOL BUS B700D DIESEL		65266		1
	F600D DIESEL	6	65466		
	C600, C610		65769	40	76
	LN600		65968	65	129
	F600, F610, F65, F66		65969	921	2052

POLK NATIONAL NEW VEHICLE REGISTRATION
NEW TRUCK REGISTRATIONS
BY MAKE MODEL

MONTH FEBRUARY 1980

MAKE ABBR.	MAKE	CYL	MAKE MODEL CODES	MONTH	YTD
FOR	FORD (CONT'D)				
	GVW 7				
	LN7000 DIESEL		65176	291	636
	LN8000, L8000 DIESEL		65277	186	415
	C700		65279	153	312
	LN900, L900		65378	15	46
	F800		65379	177	355
	LN700		65478	222	508
	F-800D DIESEL		65576		
	C7000 DIESEL		65676	23	59
	LN800, L800		65679	177	417
	C8000 DIESEL		65777	80	172
	C900		65778	8	36
	C800		65779	33	60
	F700D DIESEL		65877	47	96
	F700		65879	643	1128
	GVW 8				
	CT800		65089		
	LTS8000 DIESEL		65186	30	77
	CL9000, CLT9000 DIESEL		65187	223	510
	LTS900		65188		
	LNT8000, LT8000 DIESEL		65286	159	316
	LTS9000 DIESEL		65387	29	81
	LNT900, LT900		65388	6	11
	LT9000, LNT9000, L9000, LTL9000, LN9000 DSL		65486	541	1155
	GLIDER L9000, LN9000		65586		
	LNT800, LT800, LTS800		65689	62	125
	CT8000 DIESEL		65787	14	29
	CT900		65788		1
FRG	FREIGHTLINER				
	GVW 8				
	FLC SERIES DIESEL		74386	201	422
	FLT SERIES DIESEL		74387	784	1537
	FLL SERIES DIESEL		74986	1	1
FWD	FWD				
	GVW 6				
	RB SERIES DIESEL		82566		
	RB SERIES		82568		
	DF4-2000		82569		

PASSENGER MODEL REGISTRATIONS
BY CAR LINE & ENGINE

This service is a statistical report of current model year Domestic new car registrations by manufacturer, make, car line, engine type and cylinder. Engine type is shown by car line and summarized within manufacturer. Engine type, as a percent of car line and manufacturer, is also shown.

This report is published quarterly on a model year-to-date basis showing only year-to-date totals.

PASSENGER MODEL REGISTRATIONS BY CAR LINE & ENGINE

DECEMBER 1979 1980 YR

CODE	CYL	FORD DIVISION	MODEL YTD	$ OF CARLINE
		LTD		
		2-DOOR		
F	8	302-2V	1572	81%
G	8	351-2V	374	19%
		INVALID ENGINE CODE	9	
		TOTAL BODY STYLE	1955	
		4-DOOR		
F	8	302-2V	8800	82%
G	8	351-2V	1868	18%
		INVALID ENGINE CODE	6	
		TOTAL BODY STYLE	10674	
		4-DOOR S/W		
F	8	302-2V	2575	63%
G	8	351-2V	1508	37%
		INVALID ENGINE CODE	4	
		TOTAL BODY STYLE	4087	
		GRANADA		
		2-DOOR		
C	6	250-1V	2629	76%
D	8	256-2V	2	
F	8	302-2V	811	24%
		INVALID ENGINE CODE	7	
		TOTAL BODY STYLE	3449	
		4-DOOR		
C	6	250-1V	7082	77%
D	8	256-2V	5	
F	8	302-2V	2133	23%
		INVALID ENGINE CODE	13	
		TOTAL BODY STYLE	9233	
		FAIRMONT		
		2-DOOR		
A	4	139-2V	2877	28%
B	6	200-1V	7099	69%
D	8	256-2V	382	4%
F	8	302-2V	5	
		INVALID ENGINE CODE		
		TOTAL BODY STYLE	10363	
		4-DOOR		
A	4	139-2V	2473	13%
B	6	200-1V	16597	84%
D	8	256-2V	661	3%
F	8	302-2V	8	
		INVALID ENGINE CODE		
		TOTAL BODY STYLE	19739	
		4-DOOR S/W		
A	4	139-2V	571	8%
B	6	200-1V	6176	84%
D	8	256-2V	588	8%
F	8	302-2V	4	
		INVALID ENGINE CODE		
		TOTAL BODY STYLE	7339	

3634

NEW TRAVEL TRAILER REGISTRATION SERVICE

This report shows the count of new retail sales within county, within state, across the U.S. (except Oklahoma). Compiled quarterly, figures are shown for the current quarter and calendar year-to-date. The "percent of industry" is also calculated for each brand based on the calendar year-to-date registration performance.

Approximately 114 individual brands appear on the report. In addition, "corporate" totals appear for 11 major companies in the travel trailer industry. The line-up of brands may change slightly from year-toyear to reflect the addition of new brands and the elimination of some old brands.

R. L. POLK NEW TRAVEL TRAILER REGISTRATION SERVICE

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO MANUFACTURERS AND OTHERS. NO SALES. NO NAMES GIVEN OR SOLICITATION PERMITTED

BRAND	MICHIGAN QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.
CHATEAU						
LA STRADA	4	4	1.96			
APECO RV TOTAL	4	4	1.96			
AIRSTREAM	4	4	1.96			
ARGOSY	1	1	.49			
BONANZA	1	1	.49			
BEATRICE FOODS INC.	6	6	2.94			
COACHMEN	54	54	12.77			
FAN	1	1	.24			
SHASTA	17	17	4.10			
COACHEN INDUSTRIES CORP.	71	71	17.11			
ARISTOCRAT						
BANNER						
CITATION						
CORSAIR	14	14	3.43			
RUFFIAN						
COMMODORE CORP.	14	14	3.43			
AVION	1	1	.24			
OAK PARK	1	1	.24			
PROWLER	11	11	2.69			
TERRY	10	10	2.45			
WILDERNESS	23	23	5.64			
FLEETWOOD ENTERPRISES	56	56	13.73			
FREE SPIRIT	5	5	1.23			
HOLIDAY RAMBLER	17	17	4.19			
MONITOR	1	1	.24			
WIDE WORLD						
HOLIDAY RAMBLER CORP.	23	23	5.64			
COMPANION						
ROAD RANGER						
KIT MFG. CO.						
DREAMER	2	2	.49			
HOLIDAIRE						
TIMBERLINE						
NEONEX LEIS. PROD.	2	2	.49			
ALJO	4	4	.98			
GOLDEN FALCON						
LAYTON	18	18	4.41			
NOMAD	51	51	12.50			
SKYLINE CORP.	73	73	17.89			
CAMP MATE	1	1	.24			
TRAVEL CRUISER						
TRAVEL MATE						
T.E.C.	1	1	.24			
APACHE	9	9	2.21			
EMPIRE						
VESELY CORP.	9	9	2.21			
SUB TOTAL 11 MFRS	253	253	61.05			
ACORN						
ALFA						
AMERICAN TRAVELER	1	1	.24			
ARDON						
ASPEN						
ATCO						
AUTO MATE						
BLAZON						
BOLES AERO						
BRAVO	2	2	.49			
BURRO						
C-LINE						
CARRIAGE	4	4	.98			
CAVALCADE	1	1	.24			
CAVEMAN						
CENTURY	1	1	.24			
CHARISMA	1	1	.24			
COBRA						
COMET						
CONESTOGA	1	1	.24			
CONTESSA						
COYOTE						
CREE	3	3	.72			
DEL REY						
DIAMOND						
DUTCH CRAFT						
EL DORADO						
ELKHART TRAVELER	1	1	.24			
ESCORT						
ESTATE						
EXCEL						
FIBER STREAM						
FIESTA						
FIREBALL						
FLEETWING TRAVELERS	3	3	.72			

BRAND	MICHIGAN QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.
FRANKLIN	1	1	.24			
GI GI						
GILES						
GLOBESTAR	3	3	.72			
GOLDEN NUGGET	1	1	.24			
GO-TAG-ALONG						
GRASSHOPPER						
GREAT DIVIDE						
HERITAGE ROYALE	1	1	.24			
HI LO	4	4	.98			
HORNET						
IDEAL						
IMPALA						
INVADER	1	1	.24			
JAYCO	12	12	2.89			
JEWEL						
KAYOT	1	1	.24			
KOMFORT						
KOUNTRY AIRE	5	5	1.20			
LONGWOOD	1	1	.24			
LORENSON						
LOVE MATE						
MAJESTIC	8	8	1.93			
MALLARD	3	3	.72			
MAPLE LEAF						
MARATHON	4	4	.98			
MARAUDER						
MAYFLOWER	1	1	.24			
ME TOO						
MIDAS	23	23	5.54			
MITCHELL						
MOBILE SCOUT						
MOBILE VILLA						
MONTE CARLO						
NU WA						
OZARK TRAVELER						
PALOMAR						
PERRIS VALLEY						
PIONEER						
PLAY-MOR						
PURITAN	1	1	.24			
RANCHO						
RED DALE						
ROAD RUNNER						
ROGUE	1	1	.24			
ROUST-A-BOUT						
ROYALS INTERNATIONAL						
SAFARI						
SANTA FE						
SCAMP	1	1	.24			
SECURITY						
SERRO SCOTTY	4	4	.98			
SILVER STREAK						
SKAMPER						
SKYLARK						
SPRINTER						
SPROUTER						
STARCRAFT	1	1	.24			
SUNDOWNER						
SUNFLOWER						
SUNLINE	9	9	2.17			
SUN N FUN						
SUPER HAWK						
SWISS COLONY TRAVELER	1	1	.24			
TARA						
TETON						
THOROUGHBRED						
TRAPPER						
TRAVELEZE						
TREK						
TRILLIUM	4	4	.98			
TROPHY	24	24	5.78			
TROPICANA						
TROTWOOD	1	1	.24			
VACATIONEER	1	1	.24			
VAQUERO						
VEGA	2	2	.48			
WHITE PINE						
WINNEBAGO						
WOLVERINE	8	8	1.93			
YELLOWSTONE	13	13	3.13			
OTHERS	12	12	2.89			
INDUSTRY TOTAL	415	415	100.00			100.00

761 3/80 0 0604

AREA MICHIGAN PERIOD JANUARY-MARCH 1980 PAGE 1 OF 1

[redacted]

R. L. POLK NEW TRAVEL TRAILER REGISTRATION SERVICE

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR GENERAL DISTRIBUTION PROHIBITED

BRAND	WASHTENAW QTR.	WASHTENAW YTD.	WASHTENAW BRAND % OF IND.	WAYNE QTR.	WAYNE YTD.	WAYNE BRAND % OF IND.
CHATEAU						
LA STRADA						
APECO RV TOTAL						
AIRSTREAM	2	2	1053	1	1	162
ARGOSY				1	1	161
BONANZA						
BEATRICE FOODS INC.	2	2	1053	2	2	323
COACHMEN	2	2	1053	4	4	645
FAN				1	1	161
SHASTA				2	2	323
COACHMEN INDUSTRIES CORP.	2	2	1053	7	7	1129
ARISTOCRAT						
BANNER						
CITATION	1	1	526			
CORSAIR				1	1	161
RUFFIAN						
COMMODORE CORP.	1	1	526	1	1	161
AVION				1	1	161
OAK PARK						
PROWLER				2	2	323
TERRY				1	1	161
WILDERNESS				4	4	645
FLEETWOOD ENTERPRISES				8	8	1290
FREE SPIRIT						
HOLIDAY RAMBLER	4	4	2106			
MONITOR						
WIDE WORLD						
HOLIDAY RAMBLER CORP.	4	4	2106			
COMPANION						
ROAD RANGER						
KIT MFG. CO.						
DREAMER	1	1	526			
HOLIDAIRE						
TIMBERLINE						
NEONEX LETS. PROD.	1	1	526			
ALJO	2	2	1053	2	2	323
GOLDEN FALCON						
LAYTON	1	1	526	3	3	484
NOMAD				4	4	645
SKYLINE CORP.	3	3	1579	9	9	1452
CAMP MATE				1	1	161
TRAVEL CRUISER						
TRAVEL MATE						
T.E.C.				1	1	161
APACHE				3	3	484
EMPIRE						
VESELY CORP.				3	3	484
SUB TOTAL 11 MFRS	13	13	6843	31	31	5004
ACORN						
ALFA						
AMERICAN TRAVELER						
ARDON						
ASPEN						
ATCO						
AUTO MATE						
BLAZON						
BOLES AERO						
BRAVO						
BURRO						
C-LINE						
CARRIAGE						
CAVALCADE						
CAVEMAN						
CENTURY				1	1	161
CHARISMA						
COBRA						
COMET						
CONESTOGA				1	1	161
CONTESSA						
COYOTE						
CREE						
DEL REY						
DIAMOND						
DUTCH CRAFT						
EL DORADO						
ELKHART TRAVELER						
ESCORT						
ESTATE						
EXCEL						
FIBER STREAM						
FIESTA						
FIREBALL						
FLEETWING TRAVELERS				1	1	161
761 3/80 0 3604						

BRAND	WASHTENAW QTR.	WASHTENAW YTD.	WASHTENAW BRAND % OF IND.	WAYNE QTR.	WAYNE YTD.	WAYNE BRAND % OF IND.
FRANKLIN						
GI GI						
GILES						
GLOBESTAR	1	1	526			
GOLDEN NUGGET				1	1	161
GO-TAG-ALONG						
GRASSHOPPER						
GREAT DIVIDE						
HERITAGE ROYALE						
HI LO						
HORNET						
IDEAL						
IMPALA						
INVADER						
JAYCO						
JEWEL						
KAYOT						
KOMFORT						
KOUNTRY AIRE						
LONGWOOD						
LORENSON						
LOVE MATE						
MAJESTIC				1	1	161
MALLARD						
MAPLE LEAF						
MARATHON						
MARAUDER						
MAYFLOWER						
ME TOO						
MIDAS	1	1	526	8	8	1290
MITCHELL						
MOBILE SCOUT						
MOBILE VILLA						
MONTE CARLO						
NU WA				3	3	484
OZARK TRAVELER						
PALOMAR						
PERRIS VALLEY						
PIONEER						
PLAY-MOR						
PURITAN				1	1	161
RANCHO						
RED DALE						
ROAD RUNNER						
ROGUE						
ROUST-A-BOUT						
ROYALS INTERNATIONAL						
SAFARI				1	1	161
SANTA FE						
SCAMP						
SECURITY						
SERRO SCOTTY				1	1	161
SILVER STREAK						
SKAMPER				1	1	161
SKYLARK						
SPRINTER						
SPROUTER						
STARCRAFT	1	1	526			
SUNDOWNER						
SUNFLOWER						
SUNLINE	1	1	526	3	3	484
SUN N FUN						
SUPER HAWK						
SWISS COLONY TRAVELER						
TARA						
TETON						
THOROUGHBRED						
TRAPPER						
TRAVELEZE						
TREK						
TRILLIUM	2	2	1053	1	1	161
TROPHY				1	1	161
TROPICANA						
TROTWOOD				1	1	161
VACATIONEER						
VAQUERO						
VEGA						
WHITE PINE						
WINNEBAGO						
WOLVERINE						
YELLOWSTONE				1	1	161
OTHERS				4	4	645
INDUSTRY TOTAL	19	19	10000	62	62	10000

AREA MICHIGAN

PERIOD JANUARY-MARCH 1980

NEW CAMPING TRAILER REGISTRATION SERVICE

This report shows the count of new camping trailer retail sales (registrations) by brand name within county, within state, across the U.S. (except Oklahoma). Compiled quarterly, the report shows the new unit volume for the "current quarter" and calendar year-to-date. The "percent of industry" is also calculated based on the calendar year-to-date registration volume.

The 1980 version of the report shows figures for 15 individual brands and 2 major manufacturers.

R.L. POLK NEW CAMPING TRAILER REGISTRATION SERVICE

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. S
SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHA

BRAND	MICHIGAN QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.
COACHMEN	5	5	115													
SHASTA	2	2	46													
VIKING	16	16	368													
COACHMEN IND. INC.	23	23	529													
STARCRAFT	106	106	2437													
VENTURE	58	58	1333													
STARCRAFT CORP.	164	164	3770													
SUB TOTAL 2 MFRS	187	187	4299													
APACHE	55	55	1264													
BETHANY																
CAMPMATE	7	7	161													
COLEMAN	58	58	1333													
CYCLE KAMP																
JAYCO	23	23	529													
KROWN	45	45	1034													
MIDAS																
PALOMINO	37	37	851													
PORTA CABIN	2	2	46													
PURA																
ROCKWOOD	7	7	161													
SKAMPER	6	6	138													
STEURY	8	8	184													
TIME OUT																
OTHERS																
TOTAL INDUSTRY	435	435	10000													

762 3/80 8-0604

AREA MICHIGAN PERIOD JANUARY-MARCH 1980 PAGE

R.L. POLK NEW CAMPING TRAILER REGISTRATION SERVICE

COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE. REPUBLISHING OR SHARING PROHIBITED.

BRAND	TUSCOLA			VAN BUREN			WASHTENAW			WAYNE			HEXFORD					
	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.	QTR.	YTD.	BRAND % OF IND.
COACHMEN																		
SHASTA																		
VIKING				1	1	5000				7	7	583						
COACHMEN IND. INC.				1	1	5000				7	7	583						
STARCRAFT	2	2	5000				3	3	3334	22	22	1833						
VENTURE				1	1	5000	2	2	2222	24	24	2001						
STARCRAFT CORP.	2	2	5000	1	1	5000	5	5	5556	46	46	3834						
SUB TOTAL 2 MFRS	2	2	5000	2	2	10000	5	5	5556	53	53	4417						
APACHE																		
BETHANY										20	20	1667						
CAMPMATE																		
COLEMAN										3	3	250						
CYCLE KAMP							1	1	1111	16	16	1333						
JAYCO	1	1	2500				2	2	2222	4	4	333						
KROMA																		
MIDAS										6	6	500						
PALOMINO																		
PONTA CABIN										10	10	833	1	1	10000			
PURA										2	2	167						
ROCKWOOD	1	1	2500															
SKAMPER																		
STEURY							1	1	1111	1	1	83						
TIMP OUT										5	5	417						
OTHERS																		
TOTAL INDUSTRY	4	4	10000	2	2	10000	9	9	10000	120	120	10000	1	1	10000			

762 3/80 0-0604

AREA MICHIGAN PERIOD JANUARY-MARCH 1980

NEW MOTOR HOME REGISTRATION SERVICE

This report shows the count of new retail sales of conventional (Type "A") motor homes and Mini-Homes (Type "C"). Compiled monthly, the service shows figures for the "current month" and calendar year-to-date for approximately 122 individual brands. In addition, there are corporate totals for 13 major manufacturers that market their products under more than one brand name.

Geographically, the report is compiled by county within state, across the U.S. (except Oklahoma).

Note: The serial numbering system used by Open Road Industries does not include an identifier for "Type" of motor home. Therefore, it is assumed that some van conversion units may be in the Open Road counts.

R.L. POLK NEW MOTOR HOME REGISTRATION SERVICE

STATE COUNTY PERIOD 20001 B

U.S. SUMMARY FEBRUARY 1980 PAGE 1 OF 1

MFR BRAND	TYPE A MTH	TYPE A YTD UNITS	TYPE A YTD % IND'RY	TYPE C MTH	TYPE C YTD UNITS	TYPE C YTD % IND'RY	TYPE A & C MTH	TYPE A & C YTD UNITS	TYPE A & C YTD % IND'RY
CHAMPION	24	56	3.40				24	56	1.27
CONCORD	3	8	.36				3	8	.14
GALAVAN				8	8	.28	8	8	.18
GRAND SLAM									
TITAN	17	36	2.19	4	13	.47	4	13	.29
TRANS VAN				88	214	7.74	88	214	4.85
TOT CHAMPION MOTE HLDG	44	98	5.95	102	235	8.50	146	333	7.55
COACHMEN	19	41	2.49	68	146	5.28	87	187	4.24
CONSOLID.LEISURE				6	7	.25	6	7	.16
FAR				5	8	.29	5	8	.18
SHASTA				21	36	1.30	21	36	.82
SPORTSCOACH	13	16	.97				13	16	.36
TOT COACHMEN IND'S.	32	57	3.46	100	197	7.13	132	254	5.76
CITATION				1	2	.07	1	2	.05
CORSAIR				1	3	.11	1	3	.06
TOT COMMADOR CORP.				2	5	.18	2	5	.11
DIPLOMAT	8	17	1.03				8	17	.39
EXECUTIVE	10	25	1.58				10	25	.59
LA PALMA	4	7	.43				4	7	.18
PRESTIGE									
PRORTO	3	3	.18				3	3	.07
SAND PIPER	2	13	.79				2	13	.29
TOT EXECUTIVE IND INC.	25	66	4.01				25	66	1.50
FLAIR				13	32	1.16	13	32	.73
JAMBOREE				19	35	1.27	19	35	.79
PACE ARROW	68	127	7.72				68	127	2.88
SOUTHWIND	51	99	6.01				51	99	2.24
TIOGA				83	140	5.06	83	140	3.18
TOT FLEETWOOD ENTER.	119	226	13.73	95	207	7.49	214	433	9.82
CRUISE AIR	29	55	3.35				29	55	1.25
CRUISE MASTER				17	31	1.12	17	31	.70
LANDAU	2	4	.24				2	4	.09
WINGER	18	31	1.88				18	31	.70
TOT GEORGIE BOY MFG.	49	90	5.47	17	31	1.12	66	121	2.74
FREE SPIRIT	5	5	.30	4	4	.14	9	9	.20
HOLIDAY RAMBLER	15	32	1.95	41	78	2.82	56	110	2.50
MONITOR				1	1	.04	1	1	.02
TOT HOLIDAY RAMB CORP.	17	37	2.25	42	83	3.00	59	120	2.72
KIT				5	14	.51	5	14	.32
ROAD RANGER				8	18	.65	8	18	.41
TOT KIT CO.				13	32	1.16	13	32	.73
CASUAL				4	12	.44	4	12	.27
LEISURE TIME				2	2	.07	2	2	.05
TOT LEISURE TIME PROD.				6	14	.51	6	14	.32
CABANA	5	7	.43				5	7	.16
DREAMER		1	.06	14	28	1.01	14	28	.66
TOT MONDEX LEIS. PROD	5	8	.49	14	28	1.01	19	36	.82
CAMP MATE				8	9	.33	8	9	.20
TRAVEL CRUISER				2	7	.25	2	7	.16
TOT T.E.C.				10	16	.58	10	16	.36
APACHE				2	4	.14	2	4	.09
EMPIRE				2	3	.11	2	3	.07
TOT YEWELL CO.				4	7	.25	4	7	.16
ITASCA	81	171	10.39	81	97	3.51	162	268	6.08
WINNEBAGO	155	301	18.27	52	132	4.78	207	433	9.81
TOT WINNEBAGO IND.	246	472	28.66	113	229	8.29	359	701	15.89
AIRSTREAM	10	21	1.28				10	21	.48
ALLEGRO	36	70	4.25				36	70	1.59
AMERICAN CLIPPER				11	20	.72	11	20	.45
APOLLO	15	38	2.31				15	38	.86
AUTO MATE				2	3	.11	2	3	.07
AVCO	5	12	.73				5	12	.27
BARTH	1	7	.43				1	7	.16
BEAVER	3	4	.24	13	32	1.16	16	36	.82
BONANZA TRAVELER				4	9	.33	4	9	.20
BORN FREE				5	15	.54	5	15	.34
BROUGHAM				35	85	3.44	35	85	2.15
CHIBOOK+				29	63	2.28	29	63	1.43
COMMANDER		12	.73	12	12	.43	12	24	.54
COUNTRY SQUIRE	1	1	.06	6	12	.43	7	13	.29

770 1-80 0-0649

+INCLUDES GAZELLE, OMEGA AND EAGLE.

BRAND	TYPE A MTH	TYPE A YTD UNITS	TYPE A YTD % IND'RY	TYPE C MTH	TYPE C YTD UNITS	TYPE C YTD % IND'RY	TYPE A & C MTH	TYPE A & C YTD UNITS	TYPE A & C YTD % IND'RY
DELTA				46	86	3.11	46	86	1.95
DIAMOND				3	11	.40	3	11	.25
DOLPHIN				33	48	1.74	33	48	1.09
EL DORADO	1	3	.18	21	56	2.03	22	59	1.34
ESTABLISHMENT				4	10	.36	4	10	.23
EXPLORER	2	2	.55	1	1	.04	3	10	.23
EZ RYDER				2	3	.11	2	3	.07
FIREBALL				1	8	.29	1	8	.18
FLEETWING TRAVELERS				3	7	.25	3	7	.16
FORETRAVEL	8	31	1.88				8	31	.70
GI GI					2	.07		2	.05
GLOBESTAR				2	3	.11	2	3	.07
GMC	1	1	.06				1	1	.02
HARVEST	2	6	.36	1	13	.47	3	19	.43
HONEY				23	53	1.92	23	53	1.20
HOP CAP				6	13	.47	6	13	.29
HURTSMAN				11	21	.76	11	21	.48
JAYCO				3	13	.47	3	13	.29
JOURNEY	4	11	.67				4	11	.25
KEYSTONE				3	12	.43	3	12	.27
KINGS HIGHWAY	11	17	1.03				11	17	.38
KING OF THE ROAD				2	5	.18	2	5	.11
KOUNTRY AIRE				5	7	.25	5	7	.16
LAZY DAZE				3	13	.47	3	13	.29
LINDY				13	32	1.16	13	32	.73
MALLARD				8	11	.40	8	11	.25
MARATHON				3	3	.11	3	3	.07
MARQUE					1	.04		1	.02
MIDAS	2	2	.12	50	118	4.27	52	120	2.72
MIDLAND	3	10	.61	2	7	.25	5	17	.38
MIRAGE				4	5	.18	4	5	.11
MOBILE SCOUT				1	2	.07	1	2	.05
MOBILE TRAVELER				104	203	7.34	104	203	4.60
MONACO	8	8	.49	9	25	.90	17	33	.75
MU MA				5	8	.29	5	8	.18
ODYSSEY				5	13	.47	5	13	.29
OVERLAND	8	15	.91				8	15	.34
REAL LITE				4	14	.51	4	14	.32
ROAD RUNNER									
ROBINHOOD				5	7	.25	5	7	.16
ROCKWOOD				25	50	1.81	25	50	1.13
ROLL A LONG					5	.18		5	.11
ROYAL HOLIDAY									
SANDPAK				1	3	.11	1	3	.07
SKAMPER				3	4	.14	3	4	.09
SPRINTER	7	13	.78	3	7	.25	10	20	.45
STARCRAFT				5	9	.33	5	9	.20
SUNLAND									
SUNLINE									
SUN N FUN									
SURRADER				2	4	.14	2	4	.09
SUPER COACH				1	1	.04	1	1	.02
SURVEYOR	7	18	1.09				7	18	.41
THE GOOD LIFE				3	6	.22	3	6	.14
TRAVEL CRAFT,				8	22	.80	8	22	.50
TRAVEL QUEEN	7	14	.85				7	14	.32
TRAVETTE					2	.07		2	.05
TROPHY				1	8	.29	1	8	.18
VACATIONEER				5	10	.36	5	10	.23
VOGUE	19	35	2.13				19	35	.79
WANDERLODGE	20	34	2.07				20	34	.77
XPLORER	1	7	.43	1	3	.11	2	10	.23
YELLOWSTONE				2	6	.22	2	6	.14
OTHERS	47	127	7.72	104	239	8.65	151	366	8.30
SUB-TOTAL BY BRAND	764	1580	95.99	1185	2558	92.55	1949	4138	93.83

CHASSIS MANUFACTURERS (BODY BUILDER UNKNOWN)

CHEVROLET	31	42	2.55	80	111	4.02	91	153	3.48
DODGE	13	24	1.46	18	24	.87	31	48	1.09
FORD				18	23	.83	18	23	.52
GMC	1	1	.06	1	12	.43	2	13	.29
DATSUN				5	8	.29	5	8	.18
TOYOTA				14	28	1.01	14	28	.63
SUB-TOTAL CHASSIS MFR	45	67	4.07	116	206	7.45	161	273	6.19
TOTAL INDUSTRY	808	1646	100.00	1301	2764	100.00	2109	4411	100.00

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57

R.L. POLK NEW MOTOR HOME REGISTRATION SERVICE

STATE: MICH | COUNTY: | PERIOD: FEBRUARY 1980 | 20022 P | PAGE 21 OF 51

MFR BRAND	TYPE A MTH	TYPE A YTD UNITS	TYPE A YTD $ IND'RY	TYPE C MTH	TYPE C YTD UNITS	TYPE C YTD $ IND'RY	TYPE A & C MTH	TYPE A & C YTD UNITS	TYPE A & C YTD $ IND'RY
CHAMPION	2	5	8.78				2	5	2.22
CONCORD		1	1.75					1	.44
GALAVAN					3	1.79		3	1.33
GRAND SLAM				1	6	3.57	1	6	2.67
TITAN	2	5	8.77				2	5	2.22
TRAILS VAN				14	31	18.36	14	31	13.86
TOT CHAMPION HOME BLDG	4	11	19.30	15	40	23.72	19	51	22.74
COACHMEN	1	3	5.26	4	17	10.12	5	20	8.89
CONSOLID.LEISURE									
FAIR				2	2	1.19	2	2	.89
SHASTA				3	5	2.98	3	5	2.22
SPORTSCOACH									
TOT COACHMEN IND'S.	1	3	5.26	9	24	14.29	10	27	12.00
CITATION									
CORSAIR				1	3	1.79	1	3	1.33
TOT CORNADOR CORP.				1	3	1.79	1	3	1.33
DIPLORAT									
EXECUTIVE									
LA PALMA									
PRESTIGE									
PRONTO									
SAND PIPER									
TOT EXECUTIVE IND IDS.									
FLAIR									
JAMBOREE				2	3	1.79	2	3	1.33
PACE ARROW	2	5	8.77				2	5	2.22
SOUTHWIND	2	2	3.51				2	2	.89
TIOGA				4	7	4.16	4	7	3.12
TOT FLEETWOOD ENTER.	4	7	12.28	6	10	5.95	10	17	7.56
CRUISE AIR	1	8	14.05				1	8	3.56
CRUISE MASTER				3	3	1.79	3	3	1.33
LARSAU									
SKIPPER	2	4	7.02				2	4	1.78
TOT GENESIE BOY MFG.	3	12	21.07	3	3	1.79	3	15	6.67
FREE SPIRIT									
HOLIDAY RAMBLER	1	1	1.75	1	2	1.19	2	3	1.33
MONITOR									
TOT HOLIDAY RAMB CORP.	1	1	1.75	1	2	1.19	2	3	1.33
KIT									
ROAD RANGER									
TOT KIT CO.									
CASUAL									
LEISURE TIME									
TOT LEISURE TIME PROD.									
CABARA	1	1	1.75				1	1	.44
DREAMER									
TOT MOBILE LEIS. PROD	1	1	1.75				1	1	.44
CAMP MATE									
TRAVEL CRUISER				1	3	1.79	1	3	1.33
TOT T.S.C.				1	3	1.79	1	3	1.33
APACHE				1	2	1.19	1	2	.89
EMPIRE				1	1	.60	1	1	.44
TOT VEGELY CO.				2	3	1.79	2	3	1.33
ITASCA	3	4	7.02	2	5	2.97	5	9	4.00
WINNEBAGO	3	4	7.02	1	1	.60	4	5	2.22
TOT WINNEBAGO IND.	6	8	14.04	3	6	3.57	9	14	6.22
AIRSTREAM									
ALLEGRO		1	1.75					1	.44
AMERICAN CLIPPER				1	1	.60	1	1	.44
APOLLO		2	3.51					2	.89
AUTO MATE									
AVCO									
BARTH									
BEAVER									
BORANZA TRAVELER				1	1	.60	1	1	.44
BORN FREE									
BROUGHAM				1	1	.60	1	1	.44
CHINOOK*									
CORNADOR									
COUNTRY SQUIRE				1	2	1.19	1	2	.89
DELTA				1	3	1.79	1	3	1.33
DIAMOND									
DOLPHIN				1	1	.60	1	1	.44
EL DORADO									
ESTABLISHMENT									
EXPLORER									
EZ RYDER									
FIREBALL									
FLEETWING TRAVELERS				1	1	.60	1	1	.44
FORETRAVEL									
GI GI									
GLOBESTAR				1	1	.60	1	1	.44
GMC									
HARVEST									
HONEY				4	6	3.57	4	6	2.67
HOP CAP									
HURTSMAN				1	1	.60	1	1	.44
JAYCO					1	.60		1	.44
JOURNEY	1	2	3.51				1	2	.89
KEYSTONE									
KINGS HIGHWAY		1	1.75					1	.44
KING OF THE ROAD									
KOUNTRY AIRE									
LAZY DAZE									
LIBDY				1	4	2.38	1	4	1.78
MALLARD					1	.60		1	.44
MARATHON				1	1	.60	1	1	.44
MARQUE									
MIDAS				6	17	10.12	6	17	7.56
MIDLAND									
MIRAGE				1	1	.60	1	1	.44
MOBILE SCOUT									
MOBILE TRAVELER				2	3	1.79	2	3	1.33
MONACO									
MU MA									
ODYSSEY									
OVERLAND									
REAL LITE				1	1	.60	1	1	.44
ROAD RUNNER									
ROBINWOOD									
ROCKWOOD				4	6	3.57	4	6	2.67
ROLL A LONG									
ROYAL HOLIDAY									
SANDPAR									
SKAMPER									
SPRINTER									
STARCRAFT					1	.60		1	.44
SUBLAND									
SUNLINE									
SUN N FUN									
SURFRADER									
SUPER COACH									
SURVEYOR									
THE GOOD LIFE									
TRAVEL CRAFT					2	1.19		2	.89
TRAVEL QUEEN *									
TRAVETTE									
TROPHY					2	1.19		2	.89
VACATIONEER									
VOGUE	1	1	1.75				1	1	.44
WANDERLODGE	1	1	1.75				1	1	.44
WILDERNESS		2	3.51					2	.89
YELLOWSTONE				1	1	.60	1	1	.44
OTHERS	3	4	7.02	4	7	4.17	7	11	4.89
SUB-TOTAL BY BRAND	20	57	100.00	72	160	95.24	88	217	96.44

CHASSIS MANUFACTURERS (BODY BUILDER UNKNOWN)

CHEVROLET				2	5	2.98	2	5	2.24
DODGE				1	1	.60	1	1	.44
FORD				1	1	.60	1	1	.44
GMC									
DATSUN				1	1	.60	1	1	.44
TOYOTA									
SUB-TOTAL CHASSIS MFG				5	8	4.76	5	8	3.56
TOTAL INDUSTRY	20	57	100.00	77	168	100.00	103	225	100.00

*INCLUDES GAZELLE, OMEGA AND EAGLE.

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66

R.L. POLK NEW MOTOR HOME REGISTRATION SERVICE

STATE: MICH | COUNTY: WAYNE | PERIOD: FEBRUARY 1980 | 10492 M | PAGE 49 OF 49

MFR BRAND	TYPE A MTH	TYPE A YTD UNITS	TYPE A YTD % IND'RY	TYPE C MTH	TYPE C YTD UNITS	TYPE C YTD % IND'RY	TYPE A & C MTH	TYPE A & C YTD UNITS	TYPE A & C YTD % IND'RY
CHAMPION		1	9.09					1	2.08
CONCORD									
GALAVAN									
GRAND SLAM									
TITAN		1	9.09					1	2.08
TRANS VAN				2	11	29.73	2	11	22.95
TOT CHAMPION HOME BLDG		2	18.18	2	11	29.73	2	13	27.11
COACHMEN									
CONSOLID. LEISURE									
FAN									
SHASTA				1	1	2.70	1	1	2.08
SPORTSCOACH									
TOT COACHMEN IND'S.				1	1	2.70	1	1	2.08
CITATION									
CORSAIR									
TOT CORNADOR CORP.									
DIPLOMAT									
EXECUTIVE									
LA PALMA									
PRESTIGE									
PRONTO									
SAND PIPER									
TOT EXECUTIVE IND INC.									
FLAIR									
JAMBOREE									
PACE ARROW									
SOUTHWIND									
TIOGA				1	1	2.70	1	1	2.08
TOT FLEETWOOD ENTER.				1	1	2.70	1	1	2.08
CRUISE AIR		5	45.46					5	10.41
CRUISE MASTER					2	5.41		2	4.17
LANDAU									
SWINGER									
TOT GEORGIE BOY MFG.		5	45.46		2	5.41		7	14.58
FREE SPIRIT									
HOLIDAY RAMBLER									
MONITOR									
TOT HOLIDAY RAMB CORP.									
KIT									
ROAD RANGER									
TOT KIT CO.									
CASUAL									
LEISURE TIME									
TOT LEISURE TIME PROD.									
SAHARA									
DREAMER									
TOT MONEX LEIS. PROD									
CAMP MATE									
TRAVEL CRUISER									
TOT T.E.C.									
APACHE					1	2.71		1	2.09
EMPIRE				1	1	2.70	1	1	2.08
TOT VESELY CO.				1	2	5.41	1	2	4.17
ITASCA	3	3	27.27		2	5.41	3	5	10.42
WINNEBAGO	1	1	9.09				1	1	2.08
TOT WINNEBAGO IND.	4	4	36.35		2	5.41	4	6	12.50
AIRSTREAM									
ALLEGRO									
AMERICAN CLIPPER									
APOLLO									
AUTO MATE									
AVCO									
BARTH									
BEAVER									
BONANZA TRAVELER									
BORN FREE									
BROUGHAM									
CHINOOK*									
COMMANDER									
COUNTRY SQUIRE									

BRAND	TYPE A MTH	TYPE A YTD UNITS	TYPE A YTD % IND'RY	TYPE C MTH	TYPE C YTD UNITS	TYPE C YTD % IND'RY	TYPE A & C MTH	TYPE A & C YTD UNITS	TYPE A & C YTD % IND'RY
DELTA									
DIAMOND									
DOLPHIN									
EL DORADO									
ESTABLISHMENT									
EXPLORER									
EZ RYDER									
FIREBALL									
FLEETWING TRAVELERS				1	1	2.70	1	1	2.08
FORETRAVEL									
GI GI									
GLOBESTAR									
GMC									
HARVEST									
HONEY				1	1	2.70	1	1	2.08
HOP CAP									
HUNTSMAN									
JAYCO									
JOURNEY									
KEYSTONE									
KINGS HIGHWAY									
KING OF THE ROAD									
KOUNTRY AIRE									
LAZY DAZE									
LIRDY									
MALLARD					1	2.70		1	2.08
MARATHON									
MARQUE									
MIDAS				3	7	18.92	3	7	14.58
MIDLAND									
MIRAGE									
MOBILE SCOUT									
MOBILE TRAVELER									
MONACO									
MU MA									
ODYSSEY									
OVERLAND									
REAL LITE									
ROAD RUNNER									
ROBINHOOD									
ROCKWOOD				1	1	2.70	1	1	2.08
ROLL A LONG									
ROYAL HOLIDAY									
SANOPAK									
SKAMPER									
SPRINTER									
STARCRAFT					1	2.70		1	2.08
SUNLAND									
SUNLINE									
SUN N FUN									
SUNRADER									
SUPER COACH									
SURVEYOR									
THE GOOD LIFE									
TRAVEL CRAFT									
TRAVEL QUEEN									
TRAVETTE									
TROPHY					2	5.41		2	4.17
VACATIONEER									
VOGUE									
WANDERLODGE									
XPLORER									
YELLOWSTONE									
OTHERS									
SUB-TOTAL BY BRAND	4	11	100.00	11	33	89.19	15	44	91.67
CHASSIS MANUFACTURERS (BODY BUILDER UNKNOWN)									
CHEVROLET					1	2.71		1	2.09
DODGE				1	1	2.70	1	1	2.08
FORD				1	1	2.70	1	1	2.08
GMC									
DATSUN				1	1	2.70	1	1	2.08
TOYOTA									
SUB-TOTAL CHASSIS MFG				3	4	10.81	3	4	8.33
TOTAL INDUSTRY	4	11	100.00	14	37	100.00	18	48	100.00

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*INCLUDES GAZELLE, OMEGA AND EAGLE.

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Vans

The Van Report is a statistical report of new van registrations by make and gross vehicle weight group. It is further broken down by passenger and cargo.

The report is compiled by state and U.S. summary on a quarterly basis showing current quarter and year-to-date figures.

POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE

VANS

10022 W

STATE MICHIGAN

	PASSENGER				CARGO						TOTAL	
	GVW 1		GVW 2		GVW 1		GVW 2		GVW 3			
	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD
CHEVROLET	57	57	284	284	373	373	785	785			1499	1499
DODGE	20	20	409	409	141	141	543	543			1113	1113
FORD	12	12	735	735	127	127	835	835			1709	1709
GMC					59	59	263	263			322	322
PLYMOUTH	6	6	110	110							116	116
VOLKSWAGEN	61	61									61	61
OTHER												
TOTAL	156	156	1538	1538	700	700	2426	2426			4820	4820

695 3/80 0-1065

COMPILED BY R.L. POLK & CO.

PERIOD JANUARY-MARCH 1980

Pick-Up Trucks

The Pick-Up Truck Report is a statistical report of pick-up truck registrations by make and by tonage.

The report is compiled by state and U.S. summary on a quarterly basis showing current quarter and year-to-date figures.

POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE

PICK-UP TRUCKS

10022 H

STATE MICHIGAN

	1/2 TON		3/4 TON		1 TON		TOTAL	
	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD
CHEV LUV	682	682					682	682
CHEV PICKUP	2990	2990	609	609	114	114	3713	3713
DODGE	749	749	127	127	10	10	886	886
DODGE D50	300	300					300	300
PLY ARROW	109	109					109	109
FORD COURIER	444	444					444	444
FORD PICKUP	3330	3330	834	834	136	136	4300	4300
GMC	661	661	188	188	30	30	879	879
IHC					6	6	6	6
JEEP*	50	50	13	13			63	63
DATSUN	462	462					462	462
MAZDA	24	24					24	24
TOYOTA	342	342					342	342
OTHER	187	187					187	187
TOTAL	10330	10330	1771	1771	296	296	12397	12397

699 3/79 9-1065

COMPILED BY R.L. POLK & CO.

*INCLUDES BOTH PICKUP AND CAB AND CHASSIS VEHICLE.

PERIOD JANUARY-MARCH 1980

Four Wheel Drive Vehicles

The Four Wheel Drive Report is a statistical report of 4-wheel drive registrations by make and type of vehicle; pick-up, sport/utility and station wagon.

The report is compiled by state and U.S. summary on a quarterly basis showing current quarter and year-to-date figures.

POLK NATIONAL NEW VEHICLE REGISTRATION SERVICE

11255 P

FOUR WHEEL DRIVE VEHICLES

STATE MICHIGAN COUNTY

	PICKUP		SPORT/UTILITY		STA WGN		TOTAL	
	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD	CURRENT QUARTER	YTD
CHEV 4X4	760	760			143	143	903	903
CHEV BLAZER			383	383			383	383
CHEV L.U.V.	362	362					362	362
DODGE 4X4	309	309					309	309
DODGE RAMCHARGER			133	133			133	133
FORD BRONCO			568	568			568	568
FORD PICKUP	839	839					839	839
GMC 4X4	211	211			24	24	235	235
GMC JIMMY			71	71			71	71
IHC SCOUT	6	6	104	104	13	13	123	123
JEEP	63	63	654	654	92	92	809	809
PLY TRAIL DUSTER			43	43			43	43
DATSUN								
SUBARU	71	71			198	198	269	269
TOYOTA	137	137	9	9			146	146
OTHER					281	281	281	281
TOTAL	2758	2758	1965	1965	751	751	5474	5474

718 3/80 0-1674

COMPILED BY R.L. POLK & CO.

PERIOD JANURAY-MARCH 1980

R. L. POLK & CO.

MOTOR STATISTICAL DIVISION

New Cars Registration Service by
Television Areas of Dominant Influence

This report consists of privately registered new cars by 210 Areas of Television Dominant Influence. Total specified Series and Makes are shown by Manufacturer's Division.

Product Groups are accumulated to a Product Group Summary by Area, which in turn are accumulated to a U.S. Total.

A percentage is shown for make, series and Manufacturer's Division of Industry and Product Group.

The information for this report is obtained from Model year-to-date Registration File.

NEW PRIVATE PASSENGER CAR REGISTRATIONS
BY AREA OF DOMINANT INFLUENCE (A.D.I.*)

10001 ■

TV HOUSEHOLD 75060600

	PRODUCT GROUP	GRAND TOTAL U.S. SUMMARY QTR	GRAND TOTAL U.S. SUMMARY YTD	YEAR TO DATE % IND	YEAR TO DATE % GRP
AMERICAN MOTORS					
CONCORD	3	10465	23518	.7	3.6
EAGLE	3	7043	15662	.4	2.4
PACER	4	945	2437	.1	.4
SPIRIT	5	12684	25594	.7	2.2
TOTAL		31137	67211	1.9	
**(EAGLE SW)	13	3780	8039	.2	6.4
**(CONCORD SW)	13	2398	5334	.1	3.9
**(PACER SW)	13	647	1739		1.3
CHRYSLER					
NEWPORT	1	2872	8377	.2	2.3
NEW YORKER/BROUGHAM	6	4479	11000	.3	4.7
CORDOBA	8	8430	22349	.6	4.3
LE BARON	2	9815	26632	.8	13.1
TOTAL		25398	68358	1.9	
**(CHRYS FULL SIZE SW)	11				
**(LE BARON SW)	12	1360	4027	.1	6.7
DODGE					
ST. REGIS	1	1968	5284	.1	1.4
ASPEN	3	10240	27714	.8	4.3
CHALLENGER	5	3163	5504	.2	.5
COLT	5	17098	29000	.8	2.5
OMNI	5	25478	46054	1.2	4.0
MAGNUM/MIRADA	8	4914	10223	.3	2.0
DIPLOMAT	2	5536	13530	.4	6.6
TOTAL		68398	137312	3.8	
**(DIPLOMAT SW)	12	815	2053	.1	3.4
**(ASPEN SW)	13	2246	6883	.2	5.0
PLYMOUTH					
GRAN FURY	1	255	478		.1
VOLARE	3	12311	34675	1.0	5.4
SAPPORO	5	2252	4189	.1	.4
HORIZON	5	31044	55399	1.6	4.8
ARROW/CHAMP	5	16969	26110	.7	2.3
TOTAL		82831	120851	3.4	
**(FURY SBN/SPT SBN)	12				
**(VOLARE SW)	13	2557	7728	.2	5.6
FORD					
LTD	1	22928	57873	1.6	15.6
FAIRMONT/FUTURA	3	53404	102696	2.8	15.9
GRANADA	3	11809	32946	.9	5.1
FIESTA	5	17008	32338	.9	2.8
PINTO	5	29578	56727	1.6	4.9
MUSTANG	7	50302	105657	3.0	30.8
THUNDERBIRD	8	39361	85812	2.4	18.5
TOTAL		224390	474147	13.2	
**(LTD SW)	11	3543	9815	.2	17.1
**(FAIRMONT SW)	13	11962	24258	.7	17.5
**(PINTO SW)	13	6471	13440	.4	9.7
LINCOLN					
CONTINENTAL	6	8162	13669	.4	5.9
MARK V	6	6392	17331	.5	7.5
VERSAILLES	6	1007	3269	.1	1.4
TOTAL		125611	314269	1.0	
MERCURY					
MARQUIS	1	6834	17740	.5	4.8
ZEPHYR	3	19496	30764	.9	4.8
MONARCH	3	4968	13632	.4	2.1
BOBCAT	5	6560	13029	.4	1.1
CAPRI	5	12937	27493	.8	2.4
MARQUIS BROUGHAM	1	2403	6537	.2	1.8
COUGAR XR-7	8	16528	38368	.9	7.4
TOTAL		85726	147563	4.1	
**(MARQUIS SW)	11	993	2491	.1	4.8
**(ZEPHYR SW)	13	2734	5627	.2	4.1
**(BOBCAT SW)	13	1204	2408	.1	1.7
BUICK					
LE SABRE	1	17005	37918	1.1	10.2
CENTURY	2	17484	31744	.9	15.6
SKYLARK	3	32578	60175	1.7	9.3
ELECTRA	6	10713	26744	.7	11.5
RIVIERA	6	8796	14598	.4	8.3
SKYHAWK	7	2555	8097	.2	1.8
REGAL	8	34220	76515	2.0	14.7
TOTAL		121221	253789	7.0	
**(ESTATE SW)	11	1574	3207	.1	8.2
**(CENTURY SW)	12	2908	6787	.2	11.3
CADILLAC					
DEVILLE/FLEETWOOD	6	24183	61291	1.7	26.5
ELDORADO	6	7047	15653	.4	8.7
SEVILLE	6	5603	13099	.4	5.6
TOTAL		36843	90043	2.5	
CHEVROLET					
CAPRICE	1	36477	78183	2.2	21.3
IMPALA	1	20550	45362	1.3	12.3
MALIBU	2	34815	87823	2.4	43.0
CITATION	3	91031	136217	3.8	21.0
CHEVETTE	5	84086	150677	4.1	13.1
MONZA	7	31852	87585	1.8	16.7
CAMARO	3	26553	61597	1.7	9.5
MONTE CARLO	8	43227	83234	2.3	18.0
CORVETTE	6	6957	15530	.4	8.7
TOTAL		345549	717188	19.8	
**(CAPRICE/IMPALA SW)	11	12280	24807	.7	48.2
**(MALIBU SW)	12	9358	24518	.7	41.1
OLDSMOBILE					
DELTA 88/ROYALE	1	25329	57620	1.6	15.6
CUTLASS/SUPREME/CALAIS	8	65544	149025	4.1	28.6
OMEGA	3	14875	26183	.7	4.1
98	6	10809	26824	.7	11.6
TORNADO	6	6156	13916	.4	5.6
STARFIRE	7	2941	6202	.2	1.8
CUTLASS SALON	2	5603	11162	.3	5.5
TOTAL		131259	290032	8.0	
**(CUSTOM CRUISER SW)	11	3114	6246	.2	12.1
**(CUTLASS SW)	12	4898	11678	.3	19.9
PONTIAC					
CATALINA/BONNEVILLE	1	22814	53889	1.6	14.6
LEMANS/GRAN LEMANS	2	11373	20459	.8	14.0
PHOENIX EX. LJ	3	16942	32732	.9	5.1
PHOENIX LJ	3	177	583		.1
FIREBIRD	7	19361	44800	1.2	6.9
SUNBIRD	7	25533	41016	1.1	11.0
GRAND PRIX	8	22464	53784	1.5	10.3
GRAND AM	8	330	909		.2
TOTAL		119094	256172	7.1	
**(GR SAFARI/CAT SAFARI)	11	2644	5984	.2	11.6
**(GR LEMANS/LEMANS SW	12	4123	10558	.3	17.6
TOTAL DOMESTIC (EX MISC)		1244403	2656835	73.7	
SELECTED IMPORTS: DATSUN					
ALL EXCEPT 280Z	5	100610	191326	5.3	16.5
280Z	7	12623	27599	.8	8.0
TOTAL		113233	218925	6.1	
**(STATION WAGONS)	13	17258	34191	.9	24.5
FIAT					
ALL EXCEPT X 1/9	5	7868	15820	.4	1.4
X 1/9	7	2038	3876	.1	1.1
TOTAL		9906	19696	.5	
**(STATION WAGONS)	13	274	509		.4
HONDA	5	76189	152564	4.2	13.2
**(STATION WAGONS)	13	7842	11840	.3	8.6
MAZDA	5	34566	73724	2.0	6.4
**(STATION WAGONS)	13	3359	7134	.2	5.2
TOYOTA					
COROLLA/CORONA	5	88203	152715	4.3	13.2
CELICA	7	35497	73639	2.0	21.5
CRESSIDA	2	2182	4517	.1	2.2
TOTAL		125882	231071	6.4	
**(STATION WAGONS)	13	643	4495	.1	3.2
VOLKSWAGEN					
RABBIT/DASHER	5	45429	85454	2.6	8.3
SCIROCCO	7	4218	9107	.2	2.4
TOTAL		49647	103561	2.9	
**(DASHER STATION WGN)	13	2355	3954	.1	2.9
MERCEDES	7	7056	13619	.4	4.0
VOLVO	10	10050	20830	.6	12.4

NO	PRODUCT GROUP				
1	STANDARD FULL SIZE	159335	370241	10.3	
2	MID-SIZE	96729	243857	6.7	
3	COMPACT	308198	646331	17.9	
5	SUB-COMPACT	611721	1153716	32.1	
6	LUXURY	95266	232024	6.4	
7	SPORTY	174617	343897	9.5	
8	SPECIALTY MID-SIZE	225018	520219	14.4	
10	OTHER (DOM. & IMP.)	66879	133159	3.7	
11	**WAGON FULL SIZE	24158	51527	1.4	
12	**WAGON MID-SIZE	23462	59819	1.7	
13	**WAGON COMP/SUB-COMP	65740	138379	3.8	
	TOTAL INDUSTRY (A)	1727563	3603454		

(A) EXCLUDES PASSENGER VANS.

754 12/79 0-1224

*1979-80 DEFINITIONS ARE DEFINED BY ARBITRON TELEVISION (N.Y.,N.Y.)

**MEMO TOTAL

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

NEW PRIVATE PASSENGER CAR REGISTRATIONS
BY AREA OF DOMINANT INFLUENCE (A.D.I.*)

10057 M

TV HOUSEHOLD I 1600100

	PRODUCT GROUP	DETROIT QTR	DETROIT YTD	YEAR TO DATE % IND	YEAR TO DATE % GRP
AMERICAN MOTORS					
CONCORD	3	308	690	.7	3.2
EAGLE	3	144	394	.4	1.8
PACER	3	18	44		.2
SPIRIT	3	423	889	1.0	3.4
TOTAL		893	2017	2.1	
**(EAGLE SW)	13	80	215	.2	9.0
**(CONCORD SW)	13	48	112	.1	4.7
**(PACER SW)	13	12	33		1.4
CHRYSLER					
NEWPORT	1	56	173	.2	1.8
NEW YORKER/BROUGHAM	6	175	456	.5	5.3
CORDOBA	8	297	679	.7	4.7
LE BARON	2	313	740	.7	16.2
TOTAL		841	2048	2.1	
**(CHRYS FULL SIZE SW)	11				
**(LE BARON SW)	12	43	93	.1	8.7
DODGE					
ST. REGIS	1	84	185	.2	1.9
ASPEN	3	233	620	.6	2.8
CHALLENGER	5	78	122	.1	.5
COLT	5	297	531	.6	2.0
OMNI	5	1190	2227	2.3	8.6
MAGNUM/MIRADA	8	236	436	.5	3.0
DIPLOMAT	2	193	364	.4	8.0
TOTAL		2311	4485	4.7	
**(DIPLOMAT SW)	12	27	52	.1	4.9
**(ASPEN SW)	13	27	68	.1	2.8
PLYMOUTH					
GRAN FURY	1	11	31		.3
VOLARE	3	374	926	1.0	4.3
SAPPORO	5	54	85	.1	.4
HORIZON	5	1484	2704	2.8	10.4
ARROW/CHAMP	5	347	552	.6	2.1
TOTAL		2270	4308	4.5	
**(FURY SBN/SPT SBN)	12				
**(VOLARE SW)	13	34	92	.1	3.9
FORD					
LTD	1	489	1272	1.3	13.1
FAIRMONT/FUTURA	3	1755	3011	3.1	13.8
GRANADA	5	300	803	.8	3.7
FIESTA	5	740	1387	1.4	5.3
PINTO	5	862	1652	1.7	6.4
MUSTANG	7	1545	3492	3.9	30.2
THUNDERBIRD	8	1746	3000	3.1	20.6
TOTAL		7447	14617	15.3	
**(LTD SW)	11	81	150	.2	12.5
**(FAIRMONT SW)	13	369	684	.7	27.8
**(PINTO SW)	13	164	330	.3	13.9
LINCOLN					
CONTINENTAL	6	188	468	.5	5.5
MARK V	6	153	479	.5	5.6
VERSAILLES	6	22	73	.1	.9
TOTAL		363	1020	1.1	
MERCURY					
MARQUIS	1	352	766	.8	7.9
ZEPHYR	3	530	934	1.0	4.3
MONARCH	5	116	285	.3	1.3
BOBCAT	5	127	281	.3	1.1
CAPRI	5	446	1009	1.1	4.2
MARQUIS BROUGHAM	1	97	236	.2	2.4
COUGAR XR-7	8	769	1221	1.3	8.4
TOTAL		2437	4812	5.0	
**(MARQUIS SW)	11	40	91	.1	7.6
**(ZEPHYR SW)	13	102	199	.2	8.4
**(BOBCAT SW)	13	24	69	.1	2.9
BUICK					
LE SABRE	1	364	835	.9	8.6
CENTURY	2	394	795	.8	17.4
SKYLARK	3	1548	2652	2.8	12.2
ELECTRA	6	265	709	.7	8.3
RIVIERA	6	270	755	.8	8.8
SKYHAWK	7	59	128	.1	1.4
REGAL	8	881	2103	2.2	14.4
TOTAL		3789	7977	8.3	
**(ESTATE SW)	11	25	57	.1	4.7
**(CENTURY SW)	12	44	87	.1	8.1
CADILLAC					
DEVILLE/FLEETWOOD	6	688	1959	2.1	22.8
ELDORADO	6	303	777	.8	9.1
SEVILLE	6	211	508	.5	5.9
TOTAL		1202	3244	3.4	
CHEVROLET					
CAPRICE	1	965	2135	2.2	21.9
IMPALA	1	396	819	.9	8.4
MALIBU	2	804	1533	1.6	33.5
CITATION	3	2518	5679	6.0	26.2
CHEVETTE	5	2536	5393	5.6	20.8
MONZA	7	900	1646	1.7	18.5
CAMARO	3	818	1531	1.6	7.0
MONTE CARLO	8	584	1549	1.6	10.6
CORVETTE	6	390	853	.9	9.9
TOTAL		9509	21138	22.1	
**(CAPRICE/IMPALA SW)	11	267	552	.6	46.0
**(MALIBU SW)	12	134	315	.3	29.5
OLDSMOBILE					
DELTA 88/ROYALE	1	800	1489	1.6	15.3
CUTLASS/SUPREME/CALAIS	3	1630	3809	4.0	26.1
OMEGA	3	404	793	.8	3.6
98	6	293	844	.9	9.8
TORONADO	6	250	699	.7	8.1
STARFIRE	7	67	167	.2	1.9
CUTLASS SALON	2	109	238	.2	5.2
TOTAL		3353	8039	8.4	
**(CUSTOM CRUISER SW)	11	60	153	.2	12.7
**(CUTLASS SW)	12	91	227	.2	21.3
PONTIAC					
CATALINA/BONNEVILLE	1	648	1793	1.9	10.4
LEMANS/GRAN LEMANS	2	330	847	.9	10.6
PHOENIX EX. LJ	3	930	1912	2.0	8.9
PHOENIX LJ	3		2		
FIREBIRD	3	517	1486	1.6	8.0
SUNBIRD	7	1103	2043	2.1	22.9
GRAND PRIX	8	608	1756	1.8	12.1
GRAND AM	8	5	18		.1
TOTAL		4303	9857	10.3	
**(GR SAFARI/CAT SAFARI)	11	66	198	.2	16.5
**(GR LEMANS/LEMANS SW	12	89	282	.3	26.5
TOTAL DOMESTIC (EX MISC)		30718	83562	87.3	
SELECTED IMPORTS- DATSUN					
ALL EXCEPT 280Z	5	1094	2078	2.2	8.0
280Z	7	92	192	.2	2.2
TOTAL		1186	2271	2.4	
**(STATION WAGONS)	13	193	336	.4	14.1
FIAT					
ALL EXCEPT X 1/9	5	212	420	.5	1.8
X 1/9	7	66	112	.1	1.3
TOTAL		278	532	.6	
**(STATION WAGONS)	13	3	7		.3
HONDA	5	972	1905	2.0	7.3
**(STATION WAGONS)	13	84	141	.1	5.9
MAZDA	5	305	841	.9	3.2
**(STATION WAGONS)	13	22	67	.1	2.8
TOYOTA					
COROLLA/CORONA	5	1099	2060	2.1	7.9
CELICA	7	433	830	.9	9.3
CRESSIDA	2	30	48	.1	1.1
TOTAL		1562	2938	3.1	
**(STATION WAGONS)	13	1	15		.8
VOLKSWAGEN					
RABBIT/DASHER	5	826	1736	1.8	8.7
SCIROCCO	7	79	168	.2	1.9
TOTAL		905	1904	1.9	
**(DASHER STATION WGN)	13	17	34		1.4
MERCEDES	7	53	124	.1	1.4
VOLVO	10	116	250	.3	15.4

NO	PRODUCT GROUP	DETROIT QTR	DETROIT YTD	YEAR TO DATE % IND	YEAR TO DATE % GRP
1	STANDARD FULL SIZE	4063	9734	10.2	
2	MID-SIZE	1973	4565	4.8	
3	COMPACT	10312	21762	22.7	
5	SUB-COMPACT	13101	25983	27.1	
6	LUXURY	3216	8580	9.0	
7	SPORTY	4477	8902	9.3	
8	SPECIALTY MID-SIZE	6837	14571	15.2	
10	OTHER (DOM. & IMP.)	879	1623	1.7	
11	**WAGON FULL SIZE	519	1201	1.3	
12	**WAGON MID-SIZE	428	1066	1.1	
13	**WAGON COMP/SUB-COMP	1169	2382	2.5	
	TOTAL INDUSTRY (A)	44850	95700		

(A) EXCLUDES PASSENGER VANS.

75C 12/79 0-1224

*1979-80 DEFINITIONS ARE DEFINED BY ARBITRON TELEVISION (N.Y., C.V.)
**MEMO TOTAL

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, RE-PUBLISHING OR SHARING PROHIBITED.

NEW RETAIL TRUCK BY
TELEVISION AREAS OF DOMINANT INFLUENCE

This service is a statistical report of new truck registrations less Fleet shown by make and series and summarized by gross vehicle weight. Memo 4 X 4 totals by make and summarized to an Industry total. Make and series, as a percent of Industry and group totals, are also shown.

Published quarterly, on a model year-to-date basis, this report shows both the current six (6) months and year-to-date totals for both total U.S. and selected ADI's.

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New Retail Truck Registrations Service
by TELEVISION AREAS OF DOMINANT INFLUENCE *

A.D.I. U.S. TOTAL INCL ALASKA
PERIOD MARCH 1980

PRODUCT GROUP		CURRENT 3 MONTHS	MYTD	MYTD %IND	MYTD %GRP
CHEVROLET					
PICK UP 4X2	1	65231	146412	119	367
PICK UP 4X4	2	22697	57178	46	338
EL CAMINO	3	9789	22184	18	709
CHEVY VAN	4	20637	45922	37	302
SPORTVAN	4	4208	4206	3	28
BLAZER 4X2	5	872	1760	1	726
BLAZER 4X4	6	6470	18234	15	163
SUBURBAN 4X2	7	2721	6211	5	840
SUBURBAN 4X4	8	1609	3502	3	268
L.U.V. 4X2	10	10948	21314	17	93
L.U.V. 4X4	10	11003	22169	18	97
OTHER LIGHT	11	9588	19695	16	464
TOTAL LIGHT (GVW 1&2)		165773	368789	299	318
(MEMO 4X4)		42784	102911	83	350
MED/HVY (GVW 3-6)	12	2138	7814	6	310
EXTRA HEAVY (GVW 7-8)	13	3271	4153	3	87
TOTAL		171182	380756	309	
DODGE					
PICK UP 4X2	1	11045	29729	24	74
PICK UP 4X4	2	5802	16303	13	96
DODGE VAN	4	14429	38189	31	251
SPORTSMAN	4	2840	2840	2	19
RAMCHARGER 4X2	5	80	170		70
RAMCHARGER 4X4	6	2093	5222	4	47
D50	10	9943	16974	14	74
OTHER LIGHT	11	335	780	1	18
TOTAL LIGHT (GVW 1&2)		46567	110207	89	95
(MEMO 4X4)		7983	21724	18	74
MED/HVY (GVW 3-6)	12	196	425		17
TOTAL		46763	110632	90	
FORD					
PICK UP 4X2	1	76717	183194	149	459
PICK UP 4X4	2	26701	71251	58	421
RANCHERO	3	2050	6555	5	209
ECONOLINE	4	16612	39455	32	259
CLUB WAGON	4	4362	4362	4	29
BRONCO 4X4	6	10643	28680	23	256
COURIER	10	18072	34031	28	148
OTHER LIGHT	11	7478	15423	13	363
TOTAL LIGHT (GVW 1&2)		162635	382950	310	331
(MEMO 4X4)		37404	100114	81	340
MED/HVY (GVW 3-6)	12	2136	8150	7	323
EXTRA HEAVY (GVW 7-8)	13	4743	8571	7	179
TOTAL		169514	399671	324	
GMC					
PICK UP 4X2	1	15988	39922	32	100
PICK UP 4X4	2	6376	17160	14	101
CABALLERO	3	1130	2566	2	82
VANDURA/RALLY WAGON	4	5648	13106	11	86
JIMMY 4X2	5	199	401		165
JIMMY 4X4	6	1429	4006	3	36
SUBURBAN 4X2	7	460	1166	1	158
SUBURBAN 4X4	8	358	808	1	62
OTHER LIGHT	11	2890	6547	5	154
TOTAL LIGHT (GVW 1&2)		34476	85682	69	74
(MEMO 4X4)		8525	22760	18	77
MED/HVY (GVW 3-6)	12	900	4083	3	162
EXTRA HEAVY (GVW 7-8)	13	3607	5518	4	115
TOTAL		38983	95283	77	
INTERNATIONAL HARVESTER					
PICK UP 4X2 (TERRA)	1	1	2		
PICK UP 4X4 (TERRA)	2	203	550		3
SCOUT 4X2	5	10	24		10
SCOUT 4X4	6	3250	8136	7	73
TRAVELER 4X2	7	3	13		2
TRAVELER 4X4	8	497	1258	1	96
TOTAL LIGHT (GVW 1&2)		3964	9983	8	9
(MEMO 4X4)		3950	9944	8	34
MED/HVY (GVW 3-6)	12	1821	4764	4	189
EXTRA HEAVY (GVW 7-8)	13	4501	10870	9	227
TOTAL		10286	25617	21	
JEEP					
PICK UP 4X4	2	2323	6857	6	41
DJ5 4X2	5		5		2
CJ5/7 4X4	6	13328	32702	27	292
CHEROKEE 4X4	6	3681	10317	8	92
WAGONEER 4X4	8	2712	7478	6	573
TOTAL		22044	57359	47	
PLYMOUTH					
VOYAGER	4	1086	1086	1	7
TRAIL DUSTER 4X2	5	39	65		27
TRAIL DUSTER 4X4	6	927	2288	2	20
ARROW	10	4925	8140	7	36
TOTAL		6977	11579	9	
DATSUN					
PICK UP 4X2	10	25648	46080	37	201
PICK UP 4X4	10				
MAZDA					
PICK UP	10	2259	4366	4	19
SUBARU					
BRAT 4X4	10	3356	8662	7	38
TOYOTA					
PICK UP 4X2	10	22941	46891	38	205
PICK UP 4X4	10	9898	17828	14	78
LAND CRUISER 4X4	6	790	2427	2	22
TOTAL		33629	67146	54	
VOLKSWAGEN					
VANS	4	2949	2949	2	19
PICK UP	10	2749	2749	2	12
FWD (GVW 7&8)	13	12	40		1
FREIGHTLINER	13	1617	3520	3	74
MACK (GVW 7 & 8)	13	2851	6066	5	127
KENWORTH (GVW 7 & 8)	13	1964	4259	3	89
PETERBILT (GVW 7 & 8)	13	1339	2688	2	56
WHITE (GVW 7 & 8)	13	529	1186	1	25
AUTOCAR	13	256	556		12
WESTERN STAR	13	205	439		9
OTHER IMPORTS	14	781	1462	1	1000
MISC. DOMESTIC	15	220	449		1000

LIGHT TRUCK SUMMARY	CURRENT 3 MONTHS	MYTD	% LT
CHEVROLET	165773	368789	318
DODGE	46567	110207	95
FORD	162635	382950	330
GMC	34476	85682	74
IHC	3964	9983	9
JEEP	22044	57359	50
PLYMOUTH	6977	11579	10
IMPORTS	70588	131952	114
TOTAL LIGHT	513024	1158501	100.0

PRODUCT GROUP SUMMARY			% IND
NO.			
1 PICK UP 4X2	168982	399259	325
2 PICK UP 4X4	64102	169299	137
3 PICK UP (CAR TYPE)	12969	31305	25
4 VANS	72769	152117	123
5 SPORT UTILITY 4X2	1200	2425	2
6 SPORT UTILITY 4X4	42611	112012	91
7 SUBURBAN 4X2	3184	7390	6
8 SUBURBAN 4X4	5178	13046	11
9 PANEL (CAR CHASSIS)			
10 MINI TRUCK	121740	229204	186
11 OTHER LIGHT	20291	42444	34
12 MED/HVY (GVW 3-6)	7191	25236	20
13 EXTRA HVY (GVW 7-8)	24895	47868	39
14 OTHER IMPORTS	781	1462	1
15 MISC. DOMESTIC	220	449	
TOTAL INDUSTRY	546111	1233516	100.0
(MEMO 4X4 INDUSTRY	111889	294357	239

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New Retail Truck Registrations Service
by TELEVISION AREAS OF DOMINANT INFLUENCE *

A.D.I. U.S. TOTAL EXCL ALASKA
PERIOD MARCH 1980

PRODUCT GROUP		CURRENT 3 MONTHS	MYTD	MYTD %IND	MYTD %GRP
CHEVROLET					
PICK UP 4X2	1	65201	146331	119	367
PICK UP 4X4	2	22654	57076	46	338
EL CAMINO	3	9779	22156	18	709
CHEVY VAN	4	20624	45896	37	302
SPORTVAN	4	4206	4206	3	28
BLAZER 4X2	5	872	1759	1	726
BLAZER 4X4	6	6457	18187	15	163
SUBURBAN 4X2	7	2713	6201	5	840
SUBURBAN 4X4	8	1602	3475	3	268
L.U.V. 4X2	10	10937	21281	17	93
L.U.V. 4X4	10	10972	22094	18	97
OTHER LIGHT	11	9577	19670	16	464
TOTAL LIGHT (GVW 1&2)		165594	368332	299	318
(MEMO 4X4)		42689	102655	83	350
MED/HVY (GVW 3-6)	12	2137	7813	6	310
EXTRA HEAVY (GVW 7-8)	13	3271	4153	3	87
TOTAL		171002	380298	309	
DODGE					
PICK UP 4X2	1	11037	29704	24	74
PICK UP 4X4	2	5772	16259	13	96
DODGE VAN	4	14418	38168	31	251
SPORTSMAN	4	2836	2836	2	19
RAMCHARGER 4X2	5	80	170		70
RAMCHARGER 4X4	6	2079	5180	4	46
D50	10	9926	16933	14	74
OTHER LIGHT	11	335	779	1	18
TOTAL LIGHT (GVW 1&2)		46483	110025	89	95
(MEMO 4X4)		7939	21634	18	74
MED/HVY (GVW 3-6)	12	194	422		17
TOTAL		46677	110447	90	
FORD					
PICK UP 4X2	1	76678	183098	149	459
PICK UP 4X4	2	26611	71032	58	421
RANCHERO	3	2043	6539	5	209
ECONOLINE	4	16597	39422	32	259
CLUB WAGON	4	4359	4359	4	29
BRONCO 4X4	6	10587	28582	23	256
COURIER	10	18051	33988	28	149
OTHER LIGHT	11	7472	15397	12	363
TOTAL LIGHT (GVW 1&2)		162398	382417	310	331
(MEMO 4X4)		37258	99796	81	340
MED/HVY (GVW 3-6)	12	2134	8145	7	323
EXTRA HEAVY (GVW 7-8)	13	4737	8564	7	179
TOTAL		169269	399126	324	

PRODUCT GROUP		CURRENT 3 MONTHS	MYTD	MYTD %IND	MYTD %GRP
GMC					
PICK UP 4X2	1	15978	39900	32	100
PICK UP 4X4	2	6367	17121	14	101
CABALLERO	3	1130	2565	2	82
VANDURA/RALLY WAGON	4	5643	13091	11	86
JIMMY 4X2	5	199	401		165
JIMMY 4X4	6	1427	3993	3	36
SUBURBAN 4X2	7	460	1168	1	158
SUBURBAN 4X4	8	357	806	1	62
OTHER LIGHT	11	2890	6546	5	154
TOTAL LIGHT (GVW 1&2)		34451	85589	69	74
(MEMO 4X4)		8513	22708	18	77
MED/HVY (GVW 3-6)	12	900	4082	3	162
EXTRA HEAVY (GVW 7-8)	13	3603	5513	4	115
TOTAL		38954	95184	77	
INTERNATIONAL HARVESTER					
PICK UP 4X2 (TERRA)	1	1	2		
PICK UP 4X4 (TERRA)	2	200	544		3
SCOUT 4X2	5	10	24		10
SCOUT 4X4	6	3232	8102	7	73
TRAVELER 4X2	7	3	13		2
TRAVELER 4X4	8	490	1239	1	95
TOTAL LIGHT (GVW 1&2)		3936	9924	8	9
(MEMO 4X4)		3922	9885	8	34
MED/HVY (GVW 3-6)	12	1821	4762	4	189
EXTRA HEAVY (GVW 7-8)	13	4492	10860	9	227
TOTAL		10249	25546	21	
JEEP					
PICK UP 4X4	2	2315	6843	6	41
DJ5 4X2	5		5		2
CJ5/7 4X4	6	13326	32677	27	293
CHEROKEE 4X4	6	3668	10290	8	92
WAGONEER 4X4	8	2700	7459	6	575
TOTAL		22009	57274	48	
PLYMOUTH					
VOYAGER	4	1082	1082	1	7
TRAIL DUSTER 4X2	5	39	65		27
TRAIL DUSTER 4X4	6	925	2286	2	20
ARROW	10	4924	8139	7	36
TOTAL		6970	11572	9	
DATSUN					
PICK UP 4X2	10	25623	46041	37	201
PICK UP 4X4	10				
MAZDA					
PICK UP	10	2258	4362	4	19
SUBARU					
BRAT 4X4	10	3351	8640	7	38

PRODUCT GROUP		CURRENT 3 MONTHS	MYTD	MYTD %IND	MYTD %GRP
TOYOTA					
PICK UP 4X2	10	22921	46846	38	205
PICK UP 4X4	10	9881	17793	14	78
LAND CRUISER 4X4	6	787	2419	2	22
TOTAL		33589	67058	54	
VOLKSWAGEN					
VANS	4	2942	2942	2	19
PICK UP	10	2740	2740	2	12
FWD (GVW 7&8)	13	12	40		1
FREIGHTLINER	13	1617	3520	3	74
MACK (GVW 7 & 8)	13	2851	6066	5	127
KENWORTH (GVW 7 & 8)	13	1962	4254	3	89
PETERBILT (GVW 7 & 8)	13	1338	2685	2	56
WHITE (GVW 7 & 8)	13	529	1185	1	25
AUTOCAR	13	254	554		12
WESTERN STAR	13	205	439		9
OTHER IMPORTS	14	781	1462	1	1000
MISC. DOMESTIC	15	220	449		1000

LIGHT TRUCK SUMMARY	CURRENT 3 MONTHS	MYTD	% LT
CHEVROLET	165594	368332	318
DODGE	46483	110025	95
FORD	162398	382417	330
GMC	34451	85589	74
IHC	3936	9924	9
JEEP	22009	57274	50
PLYMOUTH	6970	11572	10
IMPORTS	70503	131783	114
TOTAL LIGHT	512344	1156916	100.0

PRODUCT GROUP SUMMARY		CURRENT 3 MONTHS	MYTD	% IND
NO.				
1 PICK UP 4X2		168895	399035	325
2 PICK UP 4X4		63919	168871	137
3 PICK UP (CAR TYPE)		12952	31260	25
4 VANS		72707	152002	123
5 SPORT UTILITY 4X2		1200	2424	2
6 SPORT UTILITY 4X4		42488	111716	91
7 SUBURBAN 4X2		3176	7380	6
8 SUBURBAN 4X4		5149	12979	11
9 PANEL (CAR CHASSIS)				
10 MINI TRUCK		121584	228857	186
11 OTHER LIGHT		20274	42392	34
12 MED/HVY (GVW 3-6)		7186	25224	20
13 EXTRA HVY (GVW 7-8)		24871	47833	39
14 OTHER IMPORTS		781	1462	1
15 MISC. DOMESTIC		220	449	
TOTAL INDUSTRY		645402	1231884	100.0
(MEMO 4X4 INDUSTRY		111556	293566	238

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79

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New Retail Truck Registrations Service
by TELEVISION AREAS OF DOMINANT INFLUENCE *

A.D.I. DETROIT
PERIOD MARCH 1980

PRODUCT GROUP		CURRENT 3 MONTHS	MYTD	MYTD %IND	MYTD %GRP
CHEVROLET					
PICK UP 4X2	1	840	2165	101	314
PICK UP 4X4	2	183	643	30	322
EL CAMINO	3	133	289	13	606
CHEVY VAN	4	475	1047	49	244
SPORTVAN	4	161	161	8	38
BLAZER 4X2	5	17	44	2	721
BLAZER 4X4	6	191	550	26	184
SUBURBAN 4X2	7	125	360	17	793
SUBURBAN 4X4	8	81	257	12	456
L.U.V. 4X2	10	133	259	12	130
L.U.V. 4X4	10	144	311	15	156
OTHER LIGHT	11	126	290	14	383
TOTAL LIGHT (GVW 1&2)		2609	6376	297	311
(MEMO 4X4)		613	1799	84	324
MED/HVY (GVW 3-6)	12	38	95	4	231
EXTRA HEAVY (GVW 7-8)	13	19	40	2	77
TOTAL		2666	6511	304	
DODGE					
PICK UP 4X2	1	215	474	22	69
PICK UP 4X4	2	77	229	11	115
DODGE VAN	4	376	790	37	184
SPORTSMAN	4	74	74	3	17
RAMCHARGER 4X2	5	5	8		131
RAMCHARGER 4X4	6	51	121	6	40
D50	10	108	192	9	96
OTHER LIGHT	11	6	14	1	18
TOTAL LIGHT (GVW 1&2)		910	1902	89	93
(MEMO 4X4)		129	357	17	64
MED/HVY (GVW 3-6)	12	13	18	1	44
TOTAL		923	1920	90	
FORD					
PICK UP 4X2	1	1700	3647	170	528
PICK UP 4X4	2	290	828	39	415
RANCHERO	3	22	156	7	327
ECONOLINE	4	466	1154	54	269
CLUB WAGON	4	602	602	28	140
BRONCO 4X4	6	355	1064	50	356
COURIER	10	222	374	17	188
OTHER LIGHT	11	161	369	17	487
TOTAL LIGHT (GVW 1&2)		3818	8194	382	400
(MEMO 4X4)		646	1894	88	341
MED/HVY (GVW 3-6)	12	34	182	8	443
EXTRA HEAVY (GVW 7-8)	13	87	157	7	306
TOTAL		3939	8533	398	

PRODUCT GROUP		CURRENT 3 MONTHS	MYTD	MYTD %IND	MYTD %GRP
GMC					
PICK UP 4X2	1	266	615	29	89
PICK UP 4X4	2	50	190	9	95
CABALLERO	3	15	32	1	67
VANDURA/RALLY WAGON	4	183	414	19	98
JIMMY 4X2	5	3	6		98
JIMMY 4X4	6	43	132	6	44
SUBURBAN 4X2	7	40	94	4	207
SUBURBAN 4X4	8	16	44	2	78
OTHER LIGHT	11	30	84	4	111
TOTAL LIGHT (GVW 1&2)		646	1611	75	79
(MEMO 4X4)		113	375	17	68
MED/HVY (GVW 3-6)	12	7	51	2	124
EXTRA HEAVY (GVW 7-8)	13	62	99	5	190
TOTAL		715	1761	82	
INTERNATIONAL HARVESTER					
PICK UP 4X2 (TERRA)	1				
PICK UP 4X4 (TERRA)	2	3	3		2
SCOUT 4X2	5				
SCOUT 4X4	6	40	99	5	33
TRAVELER 4X2	7				
TRAVELER 4X4	8	5	13	1	23
TOTAL LIGHT (GVW 1&2)		48	115	5	6
(MEMO 4X4)		48	115	5	21
MED/HVY (GVW 3-6)	12	26	65	3	158
EXTRA HEAVY (GVW 7-8)	13	35	88	4	169
TOTAL		109	268	13	
JEEP					
PICK UP 4X4	2	20	103	5	52
DJ5 4X2	5				
CJ5/7 4X4	6	225	670	31	224
CHEROKEE 4X4	6	65	272	13	91
WAGONEER 4X4	8	47	250	12	443
TOTAL		357	1295	60	
PLYMOUTH					
VOYAGER	4	13	13	1	3
TRAIL DUSTER 4X2	5	2	3		49
TRAIL DUSTER 4X4	6	16	52	2	17
ARROW	10	59	109	5	55
TOTAL		90	177	8	
DATSUN					
PICK UP 4X2	10	169	297	14	149
PICK UP 4X4	10				
MAZDA					
PICK UP	10	6	11	1	6
SUBARU					
BRAT 4X4	10	19	68	3	34

PRODUCT GROUP		CURRENT 3 MONTHS	MYTD	MYTD %IND	MYTD %GRP
TOYOTA					
PICK UP 4X2	10	83	181	8	91
PICK UP 4X4	10	66	133	6	67
LAND CRUISER 4X4	6	4	30	1	10
TOTAL		153	344	16	
VOLKSWAGEN					
VANS	4	38	38	2	9
PICK UP	10	56	56	3	28
FWD (GVW 7&8)	13		1		2
FREIGHTLINER	13	9	28	1	54
MACK (GVW 7 & 8)	13	19	37	2	71
KENWORTH (GVW 7 & 8)	13	12	40	2	77
PETERBILT (GVW 7 & 8)	13	1	8		15
WHITE (GVW 7 & 8)	13	1	1		2
AUTOCAR	13	9	20	1	38
WESTERN STAR	13		1		2
OTHER IMPORTS	14	2	11	1	1000
MISC. DOMESTIC	15	3	11	1	1000

LIGHT TRUCK SUMMARY			% LT
CHEVROLET	2609	6376	311
DODGE	910	1902	93
FORD	3818	8194	399
GMC	646	1611	79
IHC	48	115	6
JEEP	357	1295	63
PLYMOUTH	90	177	9
IMPORTS	441	814	40
TOTAL LIGHT	8919	20484	100.0

PRODUCT GROUP SUMMARY			% IND
NO.			
1 PICK UP 4X2	3021	6901	323
2 PICK UP 4X4	623	1996	93
3 PICK UP (CAR TYPE)	170	477	22
4 VANS	2388	4293	200
5 SPORT UTILITY 4X2	27	61	3
6 SPORT UTILITY 4X4	990	2990	139
7 SUBURBAN 4X2	165	454	21
8 SUBURBAN 4X4	149	564	26
9 PANEL (CAR CHASSIS)			
10 MINI TRUCK	1063	1991	93
11 OTHER LIGHT	323	757	35
12 MED/HVY (GVW 3-6)	118	411	19
13 EXTRA HVY (GVW 7-8)	254	520	24
14 OTHER IMPORTS	2	11	1
15 MISC. DOMESTIC	3	11	1
TOTAL INDUSTRY	9296	21437	100.0
(MEMO 4X4 INDUSTRY	1762	5550	259

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* A.D.I. AS DEFINED BY AMERICAN RESEARCH BUREAU N.Y.,N.Y

88

Commercial Trailer Summary

The commercial trailer summary is a statistical report of all new commercial trailer registrations for the United States.

Published monthly, this service shows month and year-to-date totals by make in alphabetic sequence.

NEW COMMERCIAL TRAILERS
UNITED STATES SUMMARY
FEBRUARY 1980

MAKE	MONTH	YTD
A & C		1
ABC	1	2
ACE	3	8
ACRO		5
AIR SUPPORT IND.	4	4
ALABAMA	7	23
ALLOY	12	35
ALMONT		2
AMERICAN	77	130
ARROW		1
AXLE		5
AZTEC	90	278
BANKHEAD		9
BARNS	3	5
BEALL	26	48
BERTOLINI	309	604
BIRMINGHAM	16	27
BLACK DIAMOND	2	4
BOBCO	5	7
BOONE	5	7
BRENNER	23	39
BUDD	531	1443
BUTLER	70	130
CARLEY		1
CHAMBERLIN	19	50
CHANCEY	29	51
CITY WELDING	28	52
CLARKE	10	22
CLEMENT-CLEMENT-BRASWELL	15	40
CLOUGH	7	13
COMET	60	107
COOK BROS.	33	78
COPCO	5	22
CUSTOM	8	15
DALWORTH		2
DELAVAN	11	21
DELTA	17	25
DORSEY	357	830
DUNHAM	2	8
EAST	23	57
EIGHT POINT		6
ETNYRE	17	30
EVANS	16	28
FAYETTE	9	17
FELBURN-KINGHAM	2	3
FERREE	13	26
FLORIG		3
FLOWBOY		5
FONTAINE	110	210
FRUEHAUF	2252	4642
GENERAL	4	12
GILMORE	3	8
GREAT DANE	1165	2654
HACKNEY	44	56
HALLIBURTON	31	43
HARDEE	13	22
HEIL	42	105
HENDERSON	3	5
HERCULES-GALION		1
HILL	12	26
HOBBS	330	673
HYSTER	40	84
J & L	7	14
KARI-KOOL	22	47
KENSINGTON	9	37
KENTUCKY	156	239
KILLEBREW	28	59
LOADCRAFT	33	222
LOAD KING	24	39
LOADMASTER	2	4
LOX	8	11
LUBBOCK	16	31
LUFKIN	104	331
MERIT	10	27
MILLER	20	178
MILLER TILT-TOP	41	95
MONON	1131	1800
MONTONE	1	2
MORGAN	7	14
MUV-ALL	40	57
NABORS	45	109
NELSON	3	7
OHIO	20	63
PALMER	9	24
PARKER	7	15
PEERLESS	29	53
PHELAN	9	25
PIERCE	1	1
PINES	113	323
POLAR	19	57
POWERS	3	3
PROGRESS	2	7
RAVENS	49	102
REIDS	13	38
RELIANCE	17	41
REMKE	8	18
ROGERS	29	50
ROAD SYSTEMS INC.	17	46
SCHERTZER		1
SCHIEN	6	17
SOUTHERN	5	7
SOUTHWEST	2	6
STAINLESS STEEL	7	24
STANDARD	3	3
STECO	5	13

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MAKE	MONTH	YTD
STOUGHTON	39	148
STRICK	815	1776
SUMMIT	33	84
SUPERIOR	5	18
SWAN	13	33
TALBERT	17	35
TECH WELD	8	15
THEURER	37	55
THIELE	4	5
THOMPSON	5	7
TIMPTE	188	406
TITAN	5	6
TRAILCO	1	2
TRAIL-EZE	32	80
TRAILMASTER	22	41
TRAILMOBILE	1089	2357
TRANSCRAFT	227	297
TRANSPORT	8	17
TROYLER	3	9
UTILITY	746	1358
VIM	7	14
VULCAN	23	49
WALKER	13	28
WELD IT CO	5	5
WESTLAND		1
WESTMARK	2	6
WHITEHEAD & KALES	10	11
WILLIAMSEN	9	17
WILSON	64	164
WISCONSIN	9	26
TOTAL	11433	24200

Compiled from official state records by R. L. Polk & Co. Supplied to subscribers for internal use. Re-sale, re-publishing or sharing prohibited.

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MOTOR STATISTICAL DIVISION

Motorcycle Registration Service

The Motorcycle Registration Service is a statistical report of New Motorcycle Registrations, compiled by State, County, Make and Engine Displacement.

Totals for all states are accumulated to a U.S. Summary.

Published monthly, this report shows month and year-to-date statistics. The U.S. Summary provides a "Make percent of Industry".

A percent comparison is shown for each state, county,month and year-to-date for current and previous year.

Also, a month and year-to-date comparison is shown by make for 1979 and 1980.

MONTH FEBRUARY 1980

MOTORCYCLE REPORT BY ON STREET, OFF STREET, AND ON/OFF STREET

		TOTAL		YTD PERCENT		HARLEY-DAVIDSON			HONDA			KAWASAKI			SUZUKI			YAMAHA		
		MO	YTD	OF INDUSTRY*	OF SEGMENT**	MO	YTD	YTD $ CC RANGE	MO	YTD	YTD $ CC RANGE	MO	YTD	YTD $ CC RANGE	MO	YTD	YTD $ CC RANGE	MO	YTD	YTD $ CC RANGE
ON STREET (INCL. 1, 2, 3, 4 CYL.)	124CC AND UNDER	2027	5089	8.10	13.90				1218	3038	59.70				194	517	10.16	615	1534	30.14
	125-174CC	158	347	.55	.95	2	3	.86	156	344	99.14									
	175-199CC	119	309	.49	.84	1	2	.65	118	307	99.35									
	200-249CC	616	1103	1.76	3.01				566	1004	91.02	50	99	8.98						
	250-349CC	16	19	.03	.05	3	5	26.32				12	13	68.42				1	1	5.26
	350-399CC																			
	400-449CC	3523	5763	9.17	15.74				2018	3354	58.20	826	1222	21.20	88	173	3.00	591	1014	17.60
	450-499CC	508	690	1.10	1.88										508	690	00.00			
	500-599CC	1922	3256	5.18	8.89				1017	1769	54.33	90	100	3.07	675	1113	34.18	140	274	8.42
	600-699CC	2945	4735	7.54	12.93				900	1461	30.86	708	1171	24.73				1337	2103	44.41
	700-799CC	2924	4732	7.53	12.93				1812	2864	60.52	268	427	9.02	477	738	15.60	367	703	14.86
	800-899CC	961	1433	2.28	3.91										386	640	44.66	575	793	55.34
	900CC & OVER	5491	9133	14.54	24.97	2332	3863	42.30	1070	1707	18.69	796	1390	15.22	547	891	9.76	746	1282	14.04
	TOTAL	21210	36609	58.27	100.00	2338	3873	10.58	8875	15848	43.29	2750	4422	12.08	2875	4762	13.01	4372	7704	21.04
OFF STREET	70CC AND UNDER	900	2460	3.91	15.56				582	1649	67.03				241	627	25.49	77	184	7.48
	71-90CC	1694	4595	7.31	29.08				431	1313	28.57	480	1205	26.22	314	850	18.50	469	1227	26.70
	91-124CC	1037	2808	4.47	17.77				639	1731	61.65	71	192	6.84	175	439	15.63	152	446	15.88
	125-174CC	916	1714	2.73	10.84				121	248	14.47	72	129	7.53	227	540	31.51	496	797	46.50
	175-249CC	874	1864	2.97	11.79				516	1109	59.50	115	223	11.96	80	160	8.58	163	372	19.96
	250-349CC	581	1214	1.93	7.68	6	10	.82	162	339	27.92	23	49	4.04	153	338	27.84	237	478	39.37
	350-399CC	42	95	.15	.60										42	95	00.00			
	400CC & OVER	562	1056	1.68	6.68				113	214	20.27	35	71	6.72	51	132	12.50	363	639	60.51
	TOTAL	6606	15806	25.15	100.00	6	10	.06	2564	6603	41.78	796	1869	11.82	1283	3181	20.13	1957	4143	26.21
ON/OFF STREET	90CC AND UNDER	906	2447	3.89	23.48				619	1638	66.94							287	809	33.06
	91-124CC	1070	2633	4.20	25.27				476	1106	42.01	219	556	21.12	133	338	12.84	242	633	24.04
	125-174CC	557	1213	1.93	11.64				191	454	37.43	72	144	11.87	86	156	12.86	208	459	37.84
	175-249CC	826	1683	2.68	16.15	1	2	.12	325	654	38.86	46	103	6.12	142	254	15.09	312	670	39.81
	250-349CC	727	1266	2.01	12.15	29	45	3.55	339	545	43.05	165	332	26.22	101	177	13.98	93	167	13.19
	350-399CC	94	191	.30	1.83				48	118	61.78				46	73	38.22			
	400CC & OVER	534	988	1.57	9.48				298	556	56.28							236	432	43.72
	TOTAL	4714	10421	16.58	100.00	30	47	.45	2296	5071	48.66	502	1135	10.89	508	998	9.58	1378	3170	30.42
SUB TOTAL		32530	62836	100.00		2374	3930	6.25	13735	27522	43.80	4048	7426	11.82	4666	8941	14.23	7707	15017	23.90
CC NOT GIVEN		315	659			1	1	.15	168	364	55.24	61	123	18.66	41	86	13.05	44	85	12.90
GRAND TOTAL		32845	63495			2375	3931	6.19	10903	27886	43.92	4109	7549	11.89	4707	9027	14.22	7751	15102	23.78

NEW MOTORCYCLE REGISTRATIONS MONTH AND YTD COMPARISONS

MAKE	$ IND. MO.		$ IND. YTD		YTD CHANGE 1980 VS 1979	
	1980	1979	1980	1979		
HARLEY-DAVIDSON	7.01	7.32	6.00	6.32	-	.32
HONDA	41.02	35.93	42.58	39.01	+	3.58
KAWASAKI	12.12	10.76	11.53	10.13	+	1.40
SUZUKI	13.89	16.73	13.78	15.90	-	2.12
BMW	.58	1.03	.53	.98	-	.45
YAMAHA	22.87	25.02	23.06	24.81	-	1.75
ALL OTHERS	2.51	3.21	2.52	2.85	-	.33
TOTAL	100.00	100.00	100.00	100.00		

*INDUSTRY COMPOSED OF FIVE MAKES SHOWN, LESS CC NOT GIVEN.
**SEGMENT IS ON STREET, OFF STREET OR ON/OFF STREET.

ENGINE DISPLACEMENT RECAP

CC ENGINE DISPLACEMENT	1980		1979		YTD CHANGE 1980 VS 1979		
	MO	YTD	MO	YTD		UNITS	%
99CC AND UNDER	5530	14597	4042	10435	+	4162	+ 39.89
100CC TO 199CC	5515	12480	5281	10047	+	2433	+ 24.22
200CC TO 299CC	2047	3823	1931	3194	+	629	+ 19.69
300CC TO 399CC	153	321	427	672	-	351	- 52.23
400CC TO 499CC	4469	7279	2530	3859	+	3420	+ 88.62
500CC TO 599CC	2594	4512	1738	2521	+	1991	+ 78.98
600CC TO 699CC	2991	4809	1225	1794	+	3015	+ 168.06
700CC TO 799CC	3027	4900	2755	3995	+	905	+ 22.65
800CC TO 899CC	996	1495	334	510	+	985	+ 193.14
900CC TO 999CC	5	11	20	30	-	19	- 63.33
1000CC & OVER	5640	9406	3959	6145	+	3261	+ 53.07
TOTAL	32967	63633	24242	43202			
BALANCE***	927	1857	571	929			
GRAND TOTAL	33894	65490	24813	44131	+	21359	+ 48.40

***THE BALANCE INCLUDES "CC NOT GIVEN AND "OTHERS"

85

30001
B

NEW MOTORCYCLE REGISTRATIONS

STATE _____

U S SUMMARY

MONTH FEBRUARY 1980

COUNTY _____

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
MINI BIKES/SCOOTERS		
GEMINI TOTAL	2	2
PERCENT	.01	
LAMBRETTA TOTAL	16	29
PERCENT	.05	.04
SOMI - 2	3	6
PERCENT	.01	.01
VESPA TOTAL	451	862
PERCENT	1.33	1.32
OTHERS TOTAL		
PERCENT		
TOT MINI BIKES/SCTRS (A)	472	899
PERCENT	1.39	1.37
MOTORCYCLES		
BMW		
600CC		2
650CC	46	72
800CC	18	30
1000CC	133	242
CC NOT GIVEN		
TOTAL	197	346
PERCENT	.58	.53

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
HARLEY-DAVIDSON		
125CC	2	3
175CC	2	4
250CC	38	60
1000CC	693	1158
1200CC	366	634
1340CC	1273	2073
CC NOT GIVEN	1	1
TOTAL	2375	3931
PERCENT	7.01	6.00
HONDA		
50CC	281	800
TOTAL MINI (MEMO)	281	800
90CC	1218	3038
70CC	265	641
70CC (B)	301	849
75CC	142	414
80CC	576	1734
90CC	59	147
90CC (B)	8	15
100CC	148	414
110CC	328	692
110CC (B)	639	1731
125CC	468	1048
175CC	7	18
185CC	503	1028
185CC (B)	380	883
200CC	635	1147
250CC	501	884
350CC	48	118
400CC	2018	3354
500CC	1389	2467
550CC	39	72
650CC	900	1461
750CC	1812	2864
900CC		
1000CC	385	744
1100CC	685	963
TOTAL MC (MEMO)	13454	26722
CC NOT GIVEN	168	364
TOTAL	13903	27886
PERCENT	41.02	42.58

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
KAWASAKI		
75CC	76	188
80CC	408	1017
100CC	174	469
TOTAL MINI (MEMO)	654	1674
100CC	116	279
125CC	144	273
175CC	161	326
200CC	50	99
250CC	200	394
400CC	420	758
420CC		
440CC	441	535
550CC	90	100
650CC	708	1171
750CC	268	427
1000CC	712	1245
1300CC	84	145
TOTAL MC (MEMO)	3394	5752
CC NOT GIVEN	61	123
TOTAL	4109	7549
PERCENT	12.13	11.53
SUZUKI		
50CC	210	515
TOTAL MINI (MEMO)	210	515
50CC	194	517
60CC	31	112
80CC	314	850
100CC	308	777
125CC	313	696
175CC	38	78
185CC	184	336
250CC	254	515
370CC	88	168
400CC	70	168
425CC	69	137
450CC	508	690
550CC	675	1113
750CC	477	738
850CC	386	640
1000CC	294	548
1100CC	253	345
TOTAL MC (MEMO)	4456	8426
CC NOT GIVEN	41	86
TOTAL	4707	9027
PERCENT	13.89	13.78

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
YAMAHA		
50CC	77	184
80CC	721	1964
TOTAL MINI (MEMO)	798	2148
90CC	615	1534
80CC	35	72
100CC	394	1079
125CC	542	1018
125CC (B)	162	238
175CC	475	1042
250CC	331	648
400CC	677	1174
425CC	43	78
465CC	209	349
500CC	401	760
650CC	1337	2103
750CC	367	703
850CC	575	793
1100CC	746	1282
TOTAL MC (MEMO)	6909	12869
CC NOT GIVEN	44	85
TOTAL	7751	15102
PERCENT	22.87	23.06
BULTACO		
250CC	5	12
350CC	2	14
370CC	5	9
CC NOT GIVEN	3	6
TOTAL	15	41
PERCENT	.04	.06
CAN-AM		
124CC	4	5
174CC	4	9
247CC	8	17
370CC	1	1
CC NOT GIVEN	3	6
TOTAL	20	38
PERCENT	.06	.06
HODAKA TOTAL	23	48
PERCENT	.07	.07
HUSQVARNA TOTAL	120	268
PERCENT	.35	.41

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
MOTO GUZZI		
850CC	11	17
1000CC	16	31
CC NOT GIVEN		
TOTAL	27	48
PERCENT	.08	.07
TRIUMPH TOTAL	103	168
PERCENT	.30	.26
OTHERS		
0-99CC		
100-249CC	5	10
250-499CC	24	56
500 & OVER CC	13	28
CC NOT GIVEN	30	45
TOTAL	72	139
PERCENT	.21	.21
TOT MOTORCYCLES	31479	59454
TOT MINI BIKES	1945	5139
TOT SCOOTERS	470	897
TOT INDUSTRY (C)	33894	65490
PERCENT U.S.	1980 YTD	1979 YTD

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621 1/80

(A) TOTAL DOES NOT INCLUDE THE FOLLOWING MINI'S- HONDA, KAWASAKI, SUZUKI & YAMAHA

(B) (ALL TERRAIN)(OFF ROAD)

(C) INCLUDES MINI BIKES & SCOOTERS

20021
S

NEW MOTORCYCLE REGISTRATIONS

STATE MICHIGAN

MONTH FEBRUARY 1980

COUNTY

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD	MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD	MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD	MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD	MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
MINI BIKES/SCOOTERS			HARLEY-DAVIDSON			KAWASAKI			YAMAHA			MOTO GUZZI		
GEMINI TOTAL			125CC			75CC	1	1	50CC			850CC		
PERCENT			175CC			80CC	3	4	80CC	4	12	1000CC		1
			250CC			100CC	1	3	TOTAL MINI (MEMO)	4	12	CC NOT GIVEN		
			1000CC	29	43	TOTAL MINI (MEMO)	5	8	50CC	13	28	TOTAL		1
			1200CC	17	28	100CC	6	7	80CC			PERCENT		.07
			1340CC	51	88	125CC	7	8	100CC	4	5			
			CC NOT GIVEN			175CC	5	8	125CC	12	18			
LAMBRETTA TOTAL			TOTAL	97	159	200CC		1	125CC (B)	1	2	TRIUMPH TOTAL	4	5
PERCENT			PERCENT	9.92	10.96	250CC	5	8	175CC	16	30	PERCENT	.41	.34
						400CC	22	29	250CC	10	15			
SONI - Z						420CC			400CC	23	39			
PERCENT						440CC	19	27	425CC	3	3	OTHERS		
						550CC	5	5	465CC	4	5	0-99CC		
VESPA TOTAL						650CC	16	26	500CC	13	17	100-249CC		
PERCENT			HONDA			750CC	18	18	650CC	63	83	250-499CC		
			50CC			1000CC	25	39	750CC	16	35	500 & OVER CC		
			TOTAL MINI (MEMO)			1300CC	4	4	850CC	25	28	CC NOT GIVEN		1
			50CC	18	29	TOTAL MC (MEMO)	130	180	1100CC	34	52	TOTAL		1
			70CC	6	7	CC NOT GIVEN	1	1	TOTAL MC (MEMO)	237	360	PERCENT		.07
OTHERS TOTAL			70CC (B)			TOTAL	136	189	CC NOT GIVEN					
PERCENT			75CC	1	2	PERCENT	13.91	13.03	TOTAL	241	372			
			80CC	6	10				PERCENT	24.64	25.64			
			90CC	8	9	SUZUKI								
			90CC (B)			50CC	2	2	BULTACO					
			100CC	1	4	TOTAL MINI (MEMO)	2	2	250CC					
TOT MINI BIKES/SCTRS (A)			110CC	8	9	50CC		2	350CC					
PERCENT			110CC (B)	2	2	60CC			370CC					
			125CC	10	14	80CC	2	4	CC NOT GIVEN					
			175CC			100CC	3	6	TOTAL					
			185CC	6	14	125CC	5	7	PERCENT					
			185CC (B)		2	175CC	1	1						
			200CC	9	20	185CC	4	8	CAN-AM					
			250CC	17	20	250CC	9	13	124CC					
MOTORCYCLES			350CC			370CC	4	5	174CC					
			400CC	52	72	400CC	3	4	247CC			TOT MOTORCYCLES	967	1429
BMW			500CC	35	55	425CC	3	5	370CC					
600CC		1	550CC	3	5	450CC	14	18	CC NOT GIVEN			TOT MINI BIKES	11	22
650CC	2	2	650CC	36	48	550CC	19	35	TOTAL					
800CC		1	750CC	82	114	750CC	22	30	PERCENT			TOT SCOOTERS		
1000CC	11	12	900CC			850CC	11	14						
CC NOT GIVEN			1000CC	18	24	1000CC	7	8	HODAKA TOTAL	1	1	TOT INDUSTRY (C)	978	1451
TOTAL	13	16	1100CC	46	64	1100CC	7	12	PERCENT	.10	.07			
PERCENT	1.33	1.10	TOTAL MC (MEMO)	364	524	TOTAL MC (MEMO)	114	172				PERCENT U.S.	2.69	2.22
			CC NOT GIVEN			CC NOT GIVEN			HUSQVARNA TOTAL	8	9		1980 YTD	1979 YTD
			TOTAL	364	524	TOTAL	116	174	PERCENT	.61	.62	STATE% OF U.S.	2.22	5.21
			PERCENT	37.22	36.11	PERCENT	11.86	11.99						

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621 1/80

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(B) (ALL TERRAIN)(OFF ROAD)

(C) INCLUDES MINI BIKES & SCOOTERS

11297
W

NEW MOTORCYCLE REGISTRATIONS

STATE MICHIGAN

COUNTY WAYNE

MONTH FEBRUARY 1980

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
MINI BIKES/SCOOTERS		
GEMINI TOTAL		
PERCENT		
LAMBRETTA TOTAL		
PERCENT		
SONI - Z		
PERCENT		
VESPA TOTAL		
PERCENT		
OTHERS TOTAL		
PERCENT		
TOT MINI BIKES/SCTRS (A)		
PERCENT		
MOTORCYCLES		
BMW		
600CC		
650CC		
800CC		
1000CC	3	3
CC NOT GIVEN		
TOTAL	3	3
PERCENT	2.38	1.66

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
HARLEY-DAVIDSON		
125CC		
175CC		
250CC		
1000CC	7	9
1200CC	2	3
1340CC	6	12
CC NOT GIVEN		
TOTAL	15	24
PERCENT	11.81	13.26
HONDA		
50CC		
TOTAL MINI (MEMO)		
50CC		1
70CC		1
70CC (B)		
75CC		
80CC	2	3
90CC	1	1
90CC (B)		
100CC		1
110CC		
110CC (B)		
125CC	1	1
175CC		
185CC	1	1
185CC (B)		
200CC		2
250CC	1	1
350CC		
400CC	5	8
500CC	4	9
550CC	1	1
650CC	4	5
750CC	13	16
900CC		
1000CC	5	7
1100CC	11	14
TOTAL MC (MEMO)	49	71
CC NOT GIVEN		
TOTAL	49	71
PERCENT	38.58	39.23

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
KAWASAKI		
75CC		
80CC		
100CC		
TOTAL MINI (MEMO)		
100CC	1	1
125CC		
175CC	1	1
200CC		
250CC		1
400CC	1	2
420CC		
440CC	4	4
550CC	1	1
650CC	3	3
750CC	6	6
1000CC	4	6
1300CC	3	3
TOTAL MC (MEMO)	24	28
CC NOT GIVEN		
TOTAL	24	28
PERCENT	18.90	15.47
SUZUKI		
50CC	2	2
TOTAL MINI (MEMO)	2	2
50CC		1
60CC		
80CC		1
100CC		2
125CC		
175CC	1	1
185CC		
250CC		
370CC		
400CC		
425CC		
450CC		
550CC	2	2
750CC	1	2
850CC	2	2
1000CC	2	2
1100CC	1	1
TOTAL MC (MEMO)	9	14
CC NOT GIVEN		
TOTAL	11	16
PERCENT	8.66	8.84

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
YAMAHA		
50CC		
80CC		
TOTAL MINI (MEMO)		
50CC	1	2
80CC		
100CC		
125CC	2	2
125CC (B)		
175CC	4	7
250CC	2	3
400CC	4	8
425CC		
465CC		
500CC	1	1
650CC	5	6
750CC		
850CC	1	1
1100CC	5	9
TOTAL MC (MEMO)	25	39
CC NOT GIVEN		
TOTAL	25	39
PERCENT	19.69	21.55
BULTACO		
250CC		
350CC		
370CC		
CC NOT GIVEN		
TOTAL		
PERCENT		
CAN-AM		
124CC		
174CC		
247CC		
370CC		
CC NOT GIVEN		
TOTAL		
PERCENT		
HODAKA TOTAL		
PERCENT		
HUSQVARNA TOTAL		
PERCENT		

MAKE & DISPLACEMENT	TOTAL MO	TOTAL YTD
MOTO GUZZI		
850CC		
1000CC		
CC NOT GIVEN		
TOTAL		
PERCENT		
TRIUMPH TOTAL		
PERCENT		
OTHERS		
0-99CC		
100-249CC		
250-499CC		
500 & OVER CC		
CC NOT GIVEN		
TOTAL		
PERCENT		

	MO	YTD
TOT MOTORCYCLES	125	179
TOT MINI BIKES	2	2
TOT SCOOTERS		
TOT INDUSTRY (C)	127	181
PERCENT U.S.	.37	.28
	1980 YTD	1979 YTD
CNTY% OF STATE	12.47	18.39

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621 1/80

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(B) (ALL TERRAIN)(OFF ROAD)

(C) INCLUDES MINI BIKES & SCOOTERS

88

By Make By Year Book

Passenger Cars

The By-Make-By-Year Book for passenger cars is a statistical report of all cars in operation as of July 1. Published each year, this service shows passenger cars by make and year model for each state, county, and all cities of more than 2,500 population.

POLK STATISTICS ®

NATIONAL VEHICLE REGISTRATION SERVICE

PASSENGER CARS IN OPERATION AS OF JULY 1, 1978

STATE U. S. SUMMARY

COUNTY

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
AMERICAN MOTORS	2861614	103201	175530	270984	228093	418389	311577	237044	186389	174750	162496	133999	78588	85232	84864	67413	53900	88362	803
BUICK	6720783	490194	774783	673364	447113	422319	709583	578084	441210	502479	474512	340542	238418	179386	156248	102445	61131	128733	239
CADILLAC	2817037	240889	328715	296298	228370	216153	268944	231062	153330	189223	159026	135632	95475	80051	53374	34549	23934	81876	136
CHEVROLET	22663218	1585063	2169447	1943920	1609143	2091559	2234785	1999662	1424047	1474072	1363197	1151519	817893	739727	553941	438556	302321	763321	1045
CHRYSLER	2257625	194426	321290	236643	201645	87676	183937	159273	129591	122596	156750	130506	88436	89537	56391	31206	17640	49846	236
DODGE	5606552	295379	524018	432569	385751	545480	600355	525534	429505	360768	355492	316367	222243	220481	157865	99025	56566	78749	405
FORD	19382016	1357173	1642215	1671676	1364327	1856346	1963927	1792226	1492523	1386208	998662	856776	718370	691925	561859	284970	204791	535471	2571
IMPERIAL	113615				6738	11499	13761	12532	8843	8356	13748	8710	8127	5069	4357	4718	2012	4532	613
LINCOLN	997839	113777	169367	111240	89549	80910	110350	80673	48865	41928	46034	21749	20213	20496	10664	7738	5822	18309	155
MERCURY	3977727	394319	447175	403795	326725	320788	398141	343808	259791	208100	220081	176221	127982	84242	74473	57654	40934	92805	693
OLDSMOBILE	7460876	683474	1017514	796368	546913	528494	803234	639123	448545	467838	421524	328412	233625	181827	141611	87967	41964	92116	327
PLYMOUTH	6345907	275339	490766	468657	388045	636808	724761	614097	529895	479732	413672	374174	256955	232038	177711	99570	64541	118721	425
PONTIAC	7169023	575411	807846	657538	449209	501015	794756	593288	463644	497425	506639	419191	300659	218074	149517	91894	44265	98311	341
STUDEBAKER	48413													1606	2089	5092	7454	31955	217
MISC.	14534468	1117616	1513010	1520001	1018933	1713826	1441209	1334114	1309432	870544	795160	523146	382019	262948	184378	132072	93418	312760	9882
TOTALS	102956713	7426261	10381676	9483053	7290554	9431262	10559320	9140520	7325610	6784019	6086993	4916944	3589003	3092639	2369342	1544869	1020693	2495867	18088

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POLK STATISTICS®

NATIONAL VEHICLE REGISTRATION SERVICE

PASSENGER CARS IN OPERATION AS OF JULY 1,1978

STATE MICHIGAN

COUNTY

MLS 4S

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
AMERICAN MOTORS	125191	8036	10803	13760	12057	24310	16810	11290	7948	5634	4607	3469	1668	1451	1254	979	650	465	
BUICK	346680	38895	49583	40118	26373	23925	38223	30137	21426	21633	20041	13197	8222	5316	4258	2449	1209	1675	
CADILLAC	116395	17630	18081	14663	10928	9388	10651	8619	5473	6056	4629	3586	2323	1623	946	578	370	851	
CHEVROLET	978702	115966	131721	104348	80939	101209	99492	86506	61149	51439	44173	35368	21881	16317	10707	5948	3799	7740	
CHRYSLER	124383	15963	21291	14502	13102	6051	10750	9320	6518	5410	7582	5257	3109	2775	1515	593	285	360	
DODGE	225249	19667	25249	19223	17951	23052	26772	23465	18150	13518	10743	9452	6087	5015	3534	1713	935	723	
FORD	802724	93751	93216	83141	67152	92541	90927	79385	57345	43229	26902	23003	16694	12389	9760	4047	2922	6320	
IMPERIAL	5856				510	1053	959	809	440	427	631	299	228	135	142	128	32	52	11
LINCOLN	55793	10575	11977	6619	5141	4569	5781	4329	2061	1370	1235	513	507	466	171	116	77	286	
MERCURY	215082	32373	29645	23132	18265	20095	24632	21849	14200	8349	7717	5625	3091	1757	1752	902	629	1069	
OLDSMOBILE	433835	56776	73941	52836	36432	30706	46877	37281	25415	21513	18135	12971	8210	5304	3694	2048	668	1028	
PLYMOUTH	283176	20684	26948	25489	21226	33267	36522	30079	24623	19163	14082	11411	6780	5041	3889	1831	1158	983	
PONTIAC	399207	51804	60306	41859	26908	29511	44386	32175	26294	22104	21065	17323	11695	6941	3546	1762	682	846	
STUDEBAKER	476													30	23	83	123	217	
MISC.	288108	31525	33637	31134	20890	35754	31553	24677	25504	15348	12133	8157	5486	3265	2302	1535	1075	4107	26
TOTALS	4400857	513645	586398	470824	357874	435431	484335	399921	296546	235193	193675	149631	95981	67825	47493	24712	14614	26722	37

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B

NATIONAL VEHICLE REGISTRATION SERVICE

PASSENGER CARS IN OPERATION AS OF JULY 1, 1978

STATE MICHIGAN
COUNTY WAYNE CO

MLS 4C

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
AMERICAN MOTORS	33933	3171	3408	3718	3233	7110	4596	2863	1799	1288	1032	663	302	227	217	160	89	57	
BUICK	71600	8750	10318	7889	4997	5356	8331	6416	4507	4616	4124	2429	1408	849	694	416	212	288	
CADILLAC	44148	6882	7002	5569	4413	3924	3979	3136	2160	2215	1692	1177	722	519	266	178	91	223	
CHEVROLET	222345	27596	32232	24553	18804	24544	22477	19326	13870	11018	9224	6863	3984	3008	2104	1059	627	1256	
CHRYSLER	43662	7415	7441	5370	4650	2164	3509	2954	2031	1702	2373	1595	880	800	457	163	63	95	
DODGE	62898	8401	7965	5238	4914	5923	6818	5792	4812	3642	2539	2417	1494	1226	886	428	251	152	
FORD	268208	37138	32917	28071	22353	30814	29800	25195	18728	13805	8208	6886	4896	3423	2786	1036	711	1441	
IMPERIAL	2277				210	504	364	326	163	148	227	98	73	47	52	38	11	15	1
LINCOLN	23453	5434	5175	2700	2023	1776	2179	1697	800	514	438	180	157	165	63	34	19	99	
MERCURY	85584	16753	12499	8528	6457	7481	9156	8318	5399	2934	2826	2036	1056	639	679	305	200	318	
OLDSMOBILE	91765	12302	16151	11546	8164	6984	9540	7395	5244	4481	3657	2547	1565	912	617	342	131	187	
PLYMOUTH	82827	7912	8374	7802	6346	9413	10783	8326	7343	5441	3799	2917	1526	1073	926	400	253	193	
PONTIAC	87785	11509	14853	9797	5957	6628	9511	6813	5470	4561	4351	3437	2230	1265	744	363	147	149	
STUDEBAKER	85													5	5	18	24	33	
MISC.	58417	6790	6890	6318	4085	7397	6672	5000	5229	2964	2444	1632	970	548	388	228	158	692	12
TOTALS	1178987	160058	165225	127099	96606	120018	127715	109557	77355	59329	46934	34877	21263	14706	10884	5168	2987	5198	13

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NATIONAL VEHICLE REGISTRATION SERVICE

PASSENGER CARS IN OPERATION AS OF JULY 1, 1978

STATE MICHIGAN
COUNTY WAYNE CO
TOWN DETROIT MLS 4J

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
AMERICAN MOTORS	18883	2284	1802	1855	1647	3786	2490	1588	1056	771	576	393	185	133	131	94	54	38	
BUICK	46463	5713	6353	4960	3173	3598	5494	4157	2999	3060	2837	1587	930	555	452	266	141	188	
CADILLAC	31948	4792	5233	3969	3239	2960	2867	2268	1600	1590	1240	815	484	372	186	125	68	140	
CHEVROLET	125690	15314	17354	13388	10520	13682	12840	11121	8133	6438	5547	4224	2389	1826	1301	640	377	596	
CHRYSLER	31009	5810	5302	3665	3192	1527	2372	2027	1411	1198	1721	1068	598	547	328	125	48	70	
DODGE	41766	6145	5215	3316	3249	3796	4330	3776	3130	2461	1695	1610	1009	828	620	301	191	94	
FORD	120784	12547	14316	12098	10085	13731	14359	11765	9523	7169	4385	3563	2531	1753	1351	540	375	693	
IMPERIAL	1821				173	427	296	261	116	109	189	74	51	40	41	23	10	11	
LINCOLN	12563	1974	3099	1548	1256	981	1222	999	494	325	257	100	86	102	43	18	16	53	
MERCURY	34933	4466	4777	3330	2862	3117	4110	3830	2728	1519	1468	1007	554	348	365	160	101	191	
OLDSMOBILE	50555	7087	8816	6194	4405	3800	5198	3963	2867	2493	2125	1446	865	536	362	214	77	107	
PLYMOUTH	54215	5780	5676	4893	4111	5766	6844	5288	4673	3594	2647	1912	1022	753	660	290	179	127	
PONTIAC	51863	6679	8390	5658	3574	3928	5723	4077	3337	2775	2666	2116	1280	783	474	220	95	88	
STUDEBAKER	45													3	2	9	11	20	
MISC.	31161	3727	3562	3381	2212	3962	3586	2685	2797	1658	1323	879	462	276	171	100	69	304	7
TOTALS	653699	82318	89885	68255	53698	65061	71731	57805	44864	35160	28676	20794	12446	8855	6487	3125	1812	2720	7

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By Make By Year Books

Trucks

The by-make-by-year books for trucks is a statistical report of all trucks in operation as of July 1. Published each year, this service shows trucks by make and year model for state, county, and all cities of more than 2,500 population.

POLK STATISTICS®

NATIONAL VEHICLE REGISTRATION SERVICE

TRUCKS IN OPERATION AS OF JULY 1, 1978

STATE U.S. SUMMARY

COUNTY

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
CHEVROLET	10523714	851858	1078977	971194	722715	878582	866675	702932	473687	502076	570449	451220	369023	380464	326854	266619	183210	923314	3865
DIAMOND-REO	40389			152	1701	3086	3270	2980	3020	3051	2606	1768	2005	2074	1720	1282	1293	10178	203
DIVCO	6893	30	32	51	76	54	25	275	230	192	167	40	694	816	870	722	523	2089	7
DODGE	2488813	169654	408765	227856	232717	258857	252005	171166	104927	83731	93674	89407	67701	61825	57427	40716	27882	139739	764
FORD	10226426	936638	984307	908520	629183	873246	861375	807586	585574	567119	567505	393318	375613	342910	266850	209747	171161	741225	4549
FREIGHTLINER	68853	6513	7857	5537	5648	8725	8596	6615	3930	3228	3751	2777	1936	1205	759	565	360	849	2
GMC	2262300	203392	264089	223227	151142	183214	195709	147390	106814	106497	113987	91375	65685	72035	62150	41376	35794	196194	2230
INTER-NATIONAL	1784018	56060	97843	75399	112703	134279	173830	139608	120948	108736	90130	83944	92250	78469	69554	60844	51523	235278	2620
JEEP	927079	101982	99087	79457	49065	71346	57363	39097	27539	32557	34111	26412	29824	25085	22350	21865	17423	191840	676
KENWORTH	89966	8589	12115	6430	5750	10432	10341	7416	5006	4122	4448	2540	1805	2144	1522	1277	785	5163	81
MACK	206881	17764	19346	11916	12574	20197	19542	15371	11253	12075	10926	9497	7545	7022	5012	4152	3328	18766	595
PETERBILT	64522	6183	8916	4903	5687	7907	5670	4746	3173	2828	3110	2301	1430	1515	1302	1045	814	2915	77
PLYMOUTH	21796	4228	5542	3687	3897	4442													
WHITE	150659	7696	11054	6646	8689	13736	13965	10492	9272	10012	11127	8933	6848	7319	4957	3922	2924	12742	325
MISC.	1702392	162493	241754	217881	134575	187808	212881	171357	111224	73275	47530	26007	20380	15162	10294	9271	8568	50432	1500
TOTALS	30564701	2533080	3239684	2742856	2076122	2655911	2681247	2227031	1566597	1509499	1553521	1189	1042739	998045	831621	663403	505588	2530724	17494

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POLK STATISTICS ®

NATIONAL VEHICLE REGISTRATION SERVICE

TRUCKS IN OPERATION AS OF JULY 1, 1978

STATE MICHIGAN

COUNTY

MLS-5S

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
CHEVROLET	394164	51843	58679	48375	31408	34577	34646	27419	18285	16055	18207	14317	11694	9224	6256	3778	2202	7185	14
DIAMOND-REO	2189			13	156	208	227	186	153	149	168	135	165	132	118	73	56	249	1
DIVCO	363	1	1	4	5	5	1	37	9	15	11	4	47	58	61	38	26	40	
DODGE	121159	10476	24466	13339	15071	14643	13732	8376	4234	2923	3126	2920	2066	1673	1205	610	350	1945	4
FORD	381392	50250	47834	41910	26046	33898	34520	29287	21269	18712	19232	13311	12173	9771	6317	4185	3077	9584	16
FREIGHTLINER	1145	94	121	95	125	146	175	88	66	60	47	35	33	27	15	7	8	3	
GMC	94275	12276	14572	11625	7354	8139	9215	6675	4432	3868	4000	3162	2185	1936	1478	773	574	2006	5
INTER-NATIONAL	38670	1423	2721	2165	2640	3116	4197	3258	2624	2482	2136	1763	2385	1741	1433	1061	820	2700	5
JEEP	39374	6973	6014	4427	2325	3134	2123	1462	1018	941	1636	1207	1302	968	746	629	542	3927	
KENWORTH	1762	104	246	115	115	270	231	200	112	98	100	47	42	42	13	11	9	7	
MACK	3326	153	309	205	205	398	400	275	222	181	189	143	104	116	78	50	53	245	
PETERBILT	1099	56	128	66	112	210	142	143	86	37	51	42	6	16	1	1	1	1	
PLYMOUTH	1595	364	431	309	285	206													
WHITE	3444	162	372	89	216	389	460	212	239	210	239	271	122	111	87	66	30	169	
MISC.	48817	6839	7887	6918	3783	4634	6557	4794	2901	1335	852	578	385	376	224	165	79	502	8
TOTALS	1132774	141014	163781	129655	89846	103973	106626	82412	55650	47066	49994	37935	32709	26191	18032	11447	7827	28563	53

3787 MLS-3 COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RESALE, REPUBLISHING OF SHARING PROHIBITED.

B

NATIONAL VEHICLE REGISTRATION SERVICE

TRUCKS IN OPERATION AS OF JULY 1, 1978

STATE MICHIGAN

COUNTY WAYNE CO

MLS-5C

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
CHEVROLET	46894	6998	7664	6107	4016	4340	4144	2962	2012	1659	1987	1405	1059	926	639	314	174	485	3
DIAMOND-REO	273			3	23	27	35	26	33	25	21	10	17	5	14	11	7	16	
DIVCO	99				1		1	3	2	7	3		19	15	22	14	8	4	
DODGE	25321	2484	6059	2960	3478	3002	2505	1453	809	422	537	506	371	264	213	80	31	147	
FORD	71077	11121	9624	8308	5331	6610	6257	5165	3714	3236	3447	2066	1707	1435	991	557	402	1104	2
FREIGHTLINER	227	30	12	13	15	49	33	15	10	14	9	5	9	6	4	1	1	1	
GMC	13001	1917	2387	1518	1179	1242	1424	881	546	428	419	299	196	172	125	75	48	144	1
INTER-NATIONAL	3989	349	490	257	377	369	489	307	263	208	175	120	175	109	87	68	33	113	
JEEP	5356	1741	872	576	254	325	193	120	98	72	296	113	132	96	58	68	51	291	
KENWORTH	337	23	47	42	22	46	37	36	6	19	17	6	10	15	3	4	1	3	
MACK	871	31	106	53	85	111	99	62	73	45	51	28	19	30	16	9	10	43	
PETERBILT	227	7	28	14	20	48	19	34	22	14	7	6	2	4		1		1	
PLYMOUTH	350	128	75	77	50	20													
WHITE	723	43	37	11	70	84	168	27	62	29	51	63	22	16	12	8		20	
MISC.	7041	1228	1208	935	497	672	894	586	339	177	117	87	63	80	69	26	12	49	2
TOTALS	175786	26100	28609	20874	15418	16945	16298	11677	7989	6355	7137	4714	3801	3173	2253	1236	778	2421	8

NATIONAL VEHICLE REGISTRATION SERVICE

TRUCKS IN OPERATION AS OF JULY 1, 1978

STATE MICHIGAN
COUNTY WAYNE CO
TOWN DETROIT MLS-5T

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	PRIOR TO 63	YR NOT GIVEN
CHEVROLET	21678	3015	3394	2692	1770	1988	1947	1307	968	815	1028	740	600	526	366	179	112	231	
DIAMOND-REO	79			1	8	5	10	8	10	6	4	3	8	4	7	1	3	1	
DIVCO	67				1		1	1	1	6	3		13	9	13	11	6	2	
DODGE	13955	1475	3353	1567	1846	1474	1333	830	483	280	323	316	226	164	136	53	19	77	
FORD	28528	3619	3393	2950	1900	2522	2400	2184	1700	1562	1797	1050	927	788	546	321	237	632	
FREIGHTLINER	117	24	5	5	2	36	13	7	3	12	2		4	1	2		1		
GMC	5810	812	1028	611	518	548	561	425	251	251	236	159	104	95	73	37	22	78	1
INTER-NATIONAL	2082	150	288	133	187	208	259	144	140	117	89	67	98	61	43	38	21	39	
JEEP	2534	952	387	224	108	150	83	46	51	33	128	58	51	46	33	36	26	122	
KENWORTH	137	6	11	23	11	20	18	16	4	9	6	3	3	3	1	1		2	
MACK	329	10	22	12	33	40	40	30	20	22	15	11	9	17	9	6	4	29	
PETERBILT	90	2	9	5	10	22	5	13	9	6	5	3				1			
PLYMOUTH	183	75	42	35	23	8													
WHITE	349	26	26	8	8	27	67	11	47	20	25	36	12	11	6	5		14	
MISC.	2916	536	505	407	195	244	331	206	137	84	48	44	30	53	52	14	7	22	1
TOTALS	78854	10702	12463	8673	6620	7292	7068	5228	3824	3223	3709	2490	2085	1778	1287	703	458	1249	2

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The Three Column Count

The three column count is a statistical report of all cars and trucks in operation as of July 1. Published each year, the three columns shown are respectively: Total passenger cars, total trucks, and total passenger cars and trucks. This report is comprised of County, State, and United States totals with the percentage of United States totals and rank shown for each county and state.

VEHICLES IN OPERATION
AS OF JULY 1, 1978
PASSENGER CARS
AND TRUCKS

STATE MICHIGAN

MLS-1

COUNTIES	PASSENGER CARS	TRUCKS	TOTAL	PERCENTAGE OF U.S.	RANK	OBJECTIVE
ALCONA CO	4203	2128	6331	.00474	2437	
ALGER CO	3389	2195	5584	.00418	2554	
ALLEGAN CO	30073	13357	43430	.03253	576	
ALPENA CO	14428	6504	20932	.01568	1103	
ANTRIM CO	6779	3092	9871	.00739	1948	
ARENAC CO	6520	3142	9662	.00724	1982	
BARAGA CO	3558	2015	5573	.00417	2558	
BARRY CO	16337	7240	23577	.01766	998	
BAY CO	54224	16987	71211	.05333	355	
BENZIE CO	4672	2246	6918	.00518	2344	
BERRIEN CO	84096	27612	111708	.08366	233	
BRANCH CO	17432	7563	24995	.01872	951	
CALHOUN CO	66765	19764	86529	.06481	290	
CASS CO	18063	8063	26126	.01957	903	
CHARLEVOIX CO	9234	4319	13553	.01015	1560	
CHEBOYGAN CO	8340	3970	12310	.00922	1682	
CHIPPEWA CO	11286	5625	16911	.01267	1336	
CLARE CO	10078	4877	14955	.01120	1460	
CLINTON CO	18639	8300	26939	.02018	881	
CRAWFORD CO	3571	1736	5307	.00397	2597	
DELTA CO	16772	7642	24414	.01828	973	
DICKINSON CO	11868	5132	17000	.01273	1331	
EATON CO	29083	12765	41848	.03134	598	
EMMET CO	10379	4914	15293	.01145	1435	
GENESEE CO	214216	60117	274333	.20546	90	
GLADWIN CO	7795	3991	11786	.00883	1732	
GOGEBIC CO	7967	3723	11690	.00876	1743	
GRAND TRAVERSE C	26766	11180	37946	.02842	657	
GRATIOT CO	17859	8121	25980	.01946	908	
HILLSDALE CO	17509	7913	25422	.01904	928	
HOUGHTON CO	12929	5341	18270	.01368	1236	
HURON CO	16950	7541	24491	.01834	971	
INGHAM CO	139208	33493	172701	.12934	150	
IONIA CO	20702	8825	29527	.02211	810	
IOSCO CO	12226	5107	17333	.01298	1304	
IRON CO	5930	3382	9312	.00697	2026	
ISABELLA CO	16743	6642	23385	.01751	1003	
JACKSON CO	68042	21541	89583	.06709	279	
KALAMAZOO CO	97658	25570	123228	.09229	215	
KALKASKA CO	3781	2304	6085	.00456	2464	
KENT CO	218753	53848	272601	.20416	92	
KEWEENAW CO	884	406	1290	.00097	3062	
LAKE CO	2696	1313	4009	.00300	2784	
LAPEER CO	25955	11993	37948	.02842	656	
LEELANAU CO	5424	2456	7880	.00590	2208	
LENAWEE CO	40798	16227	57025	.04271	441	
LIVINGSTON CO	35945	12659	48604	.03640	515	
LUCE CO	2326	1565	3891	.00291	2805	
MACKINAC CO	3957	2128	6085	.00456	2465	
MACOMB CO	376104	67125	443229	.33195	46	
MANISTEE CO	10247	4047	14294	.01071	1512	
MARQUETTE CO	27572	13550	41122	.03080	610	
MASON CO	11115	4731	15846	.01187	1406	

3783 COMPILED FROM OFFICIAL STATE RECORDS BY R.L. POLK & CO. SUPPLIED TO ITS SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

The Tire Size Count

The Tire Size Count is a statistical report of Cars and Trucks in Operation as of July 1, of any given year. The registrations are accumulated to a passenger car total, trucks on passenger car tire size total, trucks, trailers, and busses total, and a passenger car and truck total. The geographical location is by Post Office town accumulated to County, State and U.S. Summary totals.

VEHICLES IN OPERATION

AS OF JULY 1, 1978

TIRE SIZE REPORT

STATE UNITED STATES SUMMARY

STATE TOTALS

PASSENGER CARS	102956713
TRUCKS ON PASSENGER CAR TIRE SIZES	17667140
TRUCK-BUS & COMMERCIAL TRAILER TIRE SIZES	14565793
TOTAL REGISTRATIONS	135189646

MLS 6B

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO.

SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

VEHICLES IN OPERATION
AS OF JULY 1, 1978
TIRE SIZE REPORT

STATE MICHIGAN #21 COUNTY _____ PAGE 1 OF 2

Compiled from official State Records by R.L. Polk & Co. Supplied to Subscribers for Internal Use. Resale, republishing or sharing prohibited.

TOWN CODE	TOWN NAME	PASSENGER CARS	TRUCKS ON PASSENGER CAR TIRE SIZES	TRUCKS, BUS & COMC. TRAILER TIRE SIZES	TOTAL REGISTRATIONS
1	ALCONA CO	4203	1367	798	6368
3	ALGER CO	3389	1391	847	5627
5	ALLEGAN CO	30073	7090	6542	43705
7	ALPENA CO	14428	4034	2661	21123
9	ANTRIM CO	6779	1673	1472	9924
11	ARENAC CO	6520	1639	1569	9728
13	BARAGA CO	3558	1253	807	5618
15	BARRY CO	16337	3913	3391	23641
17	BAY CO	54224	8329	9510	72063
19	BENZIE CO	4672	1328	942	6942
21	BERRIEN CO	84096	14921	13975	112992
23	BRANCH CO	17432	3936	4140	25508
25	CALHOUN CO	66765	11270	9069	87104
27	CASS CO	18063	4197	4036	26296
29	CHARLEVOIX CO	9234	2510	1891	13635
31	CHEBOYGAN CO	8340	2384	1656	12380
33	CHIPPEWA CO	11286	3329	2405	17020
35	CLARE CO	10078	2636	2291	15005
37	CLINTON CO	18639	4238	4171	27048
39	CRAWFORD CO	3571	956	797	5324
41	DELTA CO	16772	4743	3840	25355
43	DICKINSON CO	11868	2981	2415	17264
45	EATON CO	29083	6516	6470	42069
47	EMMET CO	10379	2807	2209	15395
49	GENESEE CO	214216	32468	29349	276033
51	GLADWIN CO	7795	1996	2046	11837
53	GOGEBIC CO	7967	2385	1404	11756
55	GRAND TRAVERSE C	26766	6377	5016	38159
57	GRATIOT CO	17859	4149	4273	26281
59	HILLSDALE CO	17509	3962	4238	25709
61	HOUGHTON CO	12929	3425	1970	18324
63	HURON CO	16950	3551	4262	24763
65	INGHAM CO	139208	16750	17882	173840
67	IONIA CO	20702	4507	4479	29688
69	IOSCO CO	12226	3016	2185	17427
71	IRON CO	5930	2235	1193	9358
73	ISABELLA CO	16743	3192	3629	23564
75	JACKSON CO	68042	11425	10649	90116
77	KALAMAZOO CO	97658	14068	12646	124372
79	KALKASKA CO	3781	1084	1286	6151
81	KENT CO	218753	25854	36947	281554
83	KEWEENAW CO	884	268	147	1299
85	LAKE CO	2696	765	576	4037
87	LAPEER CO	25955	6242	6008	38205
89	LEELANAU CO	5424	1476	1010	7910
91	LENAWEE CO	40798	8287	8375	57460
93	LIVINGSTON CO	35945	6333	6536	48814
95	LUCE CO	2328	939	714	3979
97	MACKINAC CO	3957	1304	842	6103
99	MACOMB CO	376104	30883	39550	446537

VEHICLES IN OPERATION
AS OF JULY 1, 1978
TIRE SIZE REPORT

STATE MICHIGAN #21 COUNTY _____ PAGE 2 OF 2

Compiled from official State Records by R.L. Polk & Co. Supplied to Subscribers for Internal Use. Resale, republishing or sharing prohibited.

TOWN CODE	TOWN NAME	PASSENGER CARS	TRUCKS ON PASSENGER CAR TIRE SIZES	TRUCKS, BUS & COMC. TRAILER TIRE SIZES	TOTAL REGISTRATIONS
101	MANISTEE CO	10247	2353	1778	14378
103	MARQUETTE CO	27572	8545	5131	41248
105	MASON CO	11115	2699	2196	16010
107	MECOSTA CO	11223	2689	2246	16158
109	MENOMINEE CO	11483	2588	2440	16511
111	MIDLAND CO	33339	5581	4836	43756
113	MISSAUKEE CO	3596	1099	1062	5757
115	MONROE CO	55079	9034	11623	75736
117	MONTCALM CO	21119	5032	4699	30850
119	MONTMORENCY CO	3638	1218	1003	5859
121	MUSKEGON CO	72329	11603	10499	94431
123	NEWAYGO CO	12476	3233	2837	18546
125	OAKLAND CO	513643	47430	56769	617902
127	OCEANA CO	9213	2406	2440	14059
129	OGEMAW CO	6428	1800	1686	9914
131	ONTONAGON CO	4155	1493	869	6517
133	OSCEOLA CO	8045	2308	2102	12455
135	OSCODA CO	2446	876	583	3905
137	OTSEGO CO	6314	1614	1727	9655
139	OTTAWA CO	76311	11829	12901	101041
141	PRESQUE ISLE CO	6150	1886	1413	9449
143	ROSCOMMON CO	7975	2087	1582	11644
145	SAGINAW CO	107639	15367	16205	139211
147	SAINT CLAIR CO	60688	9594	10632	80914
149	SAINT JOSEPH CO	24726	5290	5426	35442
151	SANILAC CO	17700	3862	4398	25960
153	SCHOOLCRAFT CO	3782	1249	847	5878
155	SHIAWASSEE CO	32503	7054	6466	46023
157	TUSCOLA CO	24814	6161	6700	37675
159	VAN BUREN CO	28821	6889	6130	41840
161	WASHTENAW CO	121650	13592	12995	148237
163	WAYNE CO	1178987	77357	127559	1383903
165	WEXFORD CO	10426	2657	2138	15221
999	OUT OF STATE	16313			16313
***	STATE TOTAL	4400857	574917	627034	5602808

VEHICLES IN OPERATION
AS OF JULY 1, 1978
TIRE SIZE REPORT

STATE MICHIGAN #21 COUNTY WAYNE CO #163 PAGE 1 OF 1

Compiled from official State Records by R.L. Polk & Co. Supplied to Subscribers for Internal Use. Resale, republishing or sharing prohibited.

TOWN CODE	TOWN NAME	PASSENGER CARS	TRUCKS ON PASSENGER CAR TIRE SIZES	TRUCKS, BUS & COMC. TRAILER TIRE SIZES	TOTAL REGISTRATIONS
3	ALLEN PARK	21538	1274	1837	24649
6	BELLEVILLE	15954	2175	2900	21029
9	DEARBORN	83789	4905	8283	96977
10	DEARBORN HTS	40257	2598	3678	46533
12	DETROIT	653699	34696	65530	753925
18	ELOISE	11	3	2	16
21	FLAT ROCK	5497	681	892	7070
24	GARDEN CITY	20067	1782	2294	24143
27	GROSSE ILE	4952	314	430	5696
45	INKSTER	16803	1057	1488	19348
48	LINCOLN PARK	24560	1811	2397	28768
51	LIVONIA	61770	5369	7791	74930
57	NEW BOSTON	2678	475	608	3761
60	NORTHVILLE	11589	937	1394	13920
63	PLYMOUTH	37840	2822	3728	44390
72	ROCKWOOD	4811	612	790	6213
75	ROMULUS	14843	2334	4424	21601
77	TAYLOR	37554	3875	5690	47119
78	TRENTON	21172	1735	2639	25546
81	WAYNE	11757	1243	1873	14873
82	WESTLAND	43394	3259	4219	50872
84	WYANDOTTE	44452	3400	4672	52524
***	COUNTY TOTAL	1178987	77357	127559	1383903

By Make By Year

Import Passenger Car Counts

The by-make-by-year import passenger car count is a statistical report of all Imported Cars in Operation as of July 1. Published each year, this report is comprised of All Counties, All States, and United States totals.

VEHICLES IN OPERATION AS OF JULY 1, 1978

IMPORT PASSENGER CARS

STATE U S SUMMARY
COUNTY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RESALE, REPUBLISHING OR SHARING PROHIBITED.

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	PR. TO 66 AND YEAR NOT GIVEN
ALFA-ROMEO-J	35221	1939	2308	6060	2362	6750	2881	1826	2536	241	2764	435	2256	642	2221
ARROW-J	87825	16985	32588	38252											
ASTON-MARTIN-B	1943	77	145	177	133	248	142	104	103	67	89	47	120	75	416
AUDI-G	266717	26287	22138	35265	35995	59272	43195	25533	13941	4986					105
AUSTIN-B	39722	9	35	38	2283	13329	4192	198	2513	3258	6172	2151	1260	585	3699
AUST-HEALEY-B	26367									35	2761	1889	5416	3121	13145
BENTLEY-B	2438	14	20	5	3	5	12	15	7	10	37	8	73	16	2213
BMW-G	170281	15971	28626	24709	13482	18709	14553	16565	11840	9360	8932	3960	2304	417	853
CAPRI-G	390201	276	11786	64967	926	99956	105081	62581	44319	278					31
CHALLENGER-J	9534	9534													
CITROEN-F	7826	4	10	79	51	20	875	1904	914	994	945	342	439	330	919
COLT-J	306034	32689	45503	56228	33674	62294	17800	39471	18375						
CRICKET-B	26746						692	10419	15625						10
DATSUN-J	1931261	226840	313801	294106	186087	235896	158616	210075	158103	53703	45458	13404	17282	6892	10998
END.FD.LINE-B	31561								385	2426	8190	8546	3789	1005	7220
FERRARI-I	4838	207	389	224	443	313	440	665	183	175	138	105	564	230	762
FIAT-I	464084	33299	29549	81540	60203	94671	41518	41662	31785	15922	18090	7993	3526	966	3360
FIESTA-G	77121	77121													
HILLMAN-B	2006	29	48	63	56	26	25	15	17	34	25	12	28	57	1571
HONDA-J	689161	147560	203712	149255	80780	56454	25983	15405	8100	1377	62	54	81	49	289
JAGUAR-B	72564	1133	3079	7598	2787	7386	6654	5066	5624	4435	5852	2959	5084	2577	12330
JENSEN-B	8006	5	12	327	451	4748	2152								311
LANCIA-I	10058	272	1363	4866	3480	9	8	14	7	8	8				23
MAZDA-J	367231	47046	22722	43557	10520	77337	109739	36318	17299	2693					
MERC-BENZ-G	444435	22081	39257	43201	41657	34462	44119	40883	30423	28015	25782	21133	19098	11625	42699
METROPOLITAN-B	2861														2861
M.G.-B	297906	11434	30793	29852	18346	32537	24399	25454	24857	18793	16325	9281	14630	6874	34331
MORRIS-B	3330	27	7	10	15	15	14	21	27	24	23	47	643	86	2371
OPEL-G	465778	9995	9092	23642	18202	80874	61896	53169	55565	55321	46539	26714	13592	5344	5833
PEUGEOT-F	67115	3485	4043	11209	10456	11764	2593	4142	6483	2989	3228	2159	1223	856	2485
PORSCHE-G	184054	11260	22353	10190	13380	21019	22402	17063	12604	12628	7000	6395	5434	5044	17282
RENAULT-F	93192	8334	4116	12022	2233	10184	3074	8574	12662	7980	9879	4257	4189	1438	4250
ROLLS ROYCE-B	11579	338	660	1417	587	745	665	626	732	128	703	160	617	118	4083
ROVER-B	13571	7	21	59	39	318	858	694	816	1645	2082	1276	2047	1010	2699
SAAB-S	114325	6700	8241	11333	10717	16554	12339	14178	9575	7500	5892	5707	3509	781	1299
SAPPORO-J	6596	6596													
SIMCA-F	9521	6	10	14	3	44	41	33	2294	1806	2000	577	856	755	1082
SUBARU-J	259648	55568	54255	48953	9863	46354	22099	11773	7608	2229	658	95	58	21	114
SUNBEAM-B	7073	60	59	34	13	28	20	18	28	192	1125	152	2104	1034	2206
TOYOTA-J	2507450	292549	425173	329315	209857	274637	199699	257021	238592	126321	91977	26844	19556	5971	9938
TRIUMPH-B	209245	5911	15913	40050	16513	20291	17436	16763	16044	10438	9580	8614	6745	4822	20125
VAUXHALL-B	578		3	4	7	2	2	4	16	9	10	11	10	31	469
VOLKSWAGEN-G	4534404	169944	213988	177239	191775	403043	434740	391248	522178	435406	424072	323655	213302	178996	454818
VOLVO-S	525202	21349	23366	47205	55639	58969	53947	51478	47968	38863	32154	31596	21325	13760	27583
OTHER IMPORT	24041	462	949	587	1760	3011	2191	2880	1625	1335	1170	610	1731	1182	4548
TOTAL IMPORT	14810650	1263403	1570133	1593652	1034778	1752274	1437092	1363858	1321773	851624	779722	511188	372891	256710	701552

B-BRITISH F-FRENCH G-GERMAN I-ITALIAN J-JAPANESE S-SWEDISH

VEHICLES IN OPERATION AS OF JULY 1, 1978

IMPORT PASSENGER CARS

STATE MICHIGAN
COUNTY
MLS 85

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RESALE, REPUBLISHING OR SHARING PROHIBITED.

MAKE	JULY 1 TOTALS	78	77	76	75	74	73	72	71	70	69	68	67	66	PR. TO 66 AND YEAR NOT GIVEN
ALFA-ROMEO-J	418	31	35	114	42	52	34	8	17	4	28	4	19	6	26
ARROW-J	3584	990	1429	1165											
ASTON-MARTIN-B															
AUDI-G	6610	967	675	839	868	1498	1055	419	203	84					2
AUSTIN-B	712			2	52	335	90	2	32	52	69	18	14	5	41
AUST-HEALEY-B	543										63	38	109	61	272
BENTLEY-B															
BMW-G	2123	275	392	277	193	236	175	178	155	78	65	44	32	5	18
CAPRI-G	10488	6	300	1436	16	2500	3198	1892	1127	13					
CHALLENGER-J	561	561													
CITROEN-F	89				1		10	36	10	10	6	1	1	6	8
COLT-J	7517	1127	1155	1206	785	1716	342	1017	169						
CRICKET-B	725						3	314	408						
DATSUN-J	30664	4758	6056	6069	3261	3482	2070	2574	1592	338	256	60	99	31	20
END.FD.LINE-B	365									30	115	123	51	10	36
FERRARI-I	119	8	16	9	5	6	8	23	3		4	3	17	5	12
FIAT-I	10718	1108	607	2115	1545	2457	1107	833	491	169	149	65	24	8	40
FIESTA-G	4598	4598													
HILLMAN-B															
HONDA-J	17210	4493	5372	3104	1601	1343	771	469	46	6		3		1	1
JAGUAR-B	1609	17	43	101	68	228	158	107	116	122	123	75	122	62	267
JENSEN-B	49			2	2	20	16								9
LANCIA-I	236	4	25	93	113		1								
MAZDA-J	6188	1612	642	950	196	810	1826	106	38	8					
MERC BENZ-G	7850	439	668	806	829	777	799	717	565	484	414	343	264	166	579
METROPOLITAN-B															
M.G.-B	7069	361	845	779	542	1007	613	542	493	371	277	117	261	107	754
MORRIS-B	25											2	2	1	20
OPEL-G	15630	574	557	1057	656	2608	2242	1905	2224	1647	1157	635	282	54	32
PEUGEOT-F	742	23	21	131	199	211	11	38	50	13	10	11	6	5	13
PORSCHE-G	2923	215	376	155	224	479	448	342	190	164	48	46	40	42	154
RENAULT-F	2230	517	123	403	90	308	54	204	202	100	109	25	39	14	42
ROLLS ROYCE-B	203	4	6	14	7	10	9	9	14	4	8	1	11	1	106
ROVER-B	158		1	3		19	18	6	8	8	22	5	20	17	31
SAAB-S	2234	185	276	256	229	377	295	145	141	102	82	74	53	7	12
SAPPORO-J	363	363													
SIMCA-F	185								76	47	41	2	3	4	12
SUBARU-J	6871	1712	1191	1180	255	1389	597	336	197	11	2				1
SUNBEAM-B	80									2	8	1	22	14	33
TOYOTA-J	30023	6069	6179	3480	2123	2846	2046	2753	2683	858	484	111	269	95	27
TRIUMPH-B	5802	271	538	1283	560	638	527	416	319	291	186	171	127	68	407
VAUXHALL-B															
VOLKSWAGEN-G	104832	6985	7830	5076	5749	10664	12157	9597	13583	9643	7780	5620	3150	2168	4830
VOLVO-S	7575	431	326	947	1017	1029	851	632	612	417	340	369	222	162	220
OTHER IMPORT	270	4	7	7	53	44	28	40	25	20	9	1	6	4	22
TOTAL IMPORT	300191	38706	35691	33059	21281	37089	31558	25658	25789	15096	11855	7968	5265	3129	8047

3705 MLS0

B-BRITISH F-FRENCH G-GERMAN I-ITALIAN J-JAPANESE S-SWEDISH

B

VEHICLES IN OPERATION AS OF JULY 1, 1978

IMPORT PASSENGER CARS

STATE MICHIGAN
COUNTY WAYNE CO

MLS 8C

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RESALE, REPUBLISHING OR SHARING PROHIBITED.

MAKE	JULY 1 TOTALS	76	77	76	75	74	73	72	71	70	69	68	67	66	PR. TO 66 AND YEAR NOT GIVEN
ALFA-ROMEO-J	77	3	8	16	5	10	5	2	5		10		5		8
ARROW-J	1316	480	470	366											
ASTON-MARTIN-B															
AUDI-G	1146	197	132	133	131	234	187	64	51	17					
AUSTIN-B	190				10	91	25	1	9	10	24	6	4	1	9
AUST-HEALEY-B	90										14	5	15	7	49
BENTLEY-B															2
BMW-G	507	74	124	66	47	46	38	34	39	18	9	6	4		
CAPRI-G	3033	3	147	392	3	656	913	572	342	5					
CHALLENGER-J	275	275					2	11	1		2			2	1
CITROEN-F	19														
COLT-J	1977	418	329	289	167	378	73	282	41						
CRICKET-B	129							56	3						
DATSUN-J	6212	1113	1345	1237	668	684	315	451	269	48	46	13	15	5	3
END.FD.LINE-B	103									6	36	34	15	3	9
FERRARI-I	25	3	1	2	1		2	10				1	5		
FIAT-I	2366	331	178	503	322	541	206	120	80	30	21	14	5	1	14
FIESTA-G	1627	1627													
HILLMAN-B															
HONDA-J	2786	769	832	456	231	243	151	96	8						
JAGUAR-B	446	7	14	26	25	86	52	27	32	36	27	19	34	8	53
JENSEN-B	15			1	1	6	4								3
LANCIA-I	75		8	24	42		1								
MAZDA-J	1332	310	125	199	42	180	450	17	8	1					
MERC-BENZ-G	1718	106	125	188	179	202	188	179	108	77	86	71	62	36	111
METROPOLITAN-B															
M.G.-B	1614	81	266	200	132	237	152	125	91	81	52	16	46	16	119
MORRIS-B	3														3
OPEL-G	2309	133	138	195	99	382	312	252	327	213	156	67	26	4	5
PEUGEOT-F	104	7	5	26	20	19	2	10	7	4	1	2			1
PORSCHE-G	503	33	66	28	35	65	70	64	37	34	10	7	8	5	41
RENAULT-F	385	102	28	81	11	37	4	33	37	19	20	3	6	1	3
ROLLS ROYCE-B	62	1	1	4		2	3	4	3	2	2		5	1	34
ROVER-B	18		1			4	1	1	1	2	2			2	4
SAAB-S	319	39	45	42	32	60	30	15	12	14	12	10	7		1
SAPPORO-J	154	154							21	11	14		1	1	4
SIMCA-F	52								10	1	1				
SUBARU-J	477	173	96	69	10	63	29	25			2		3	4	8
SUNBEAM-B	17													2	1
TOYOTA-J	6188	1659	1364	723	433	529	329	486	452	126	55	12	17	2	
TRIUMPH-B	1571	74	190	376	184	193	153	90	70	51	36	49	20	10	75
VAUXHALL-B															
VOLKSWAGEN-G	21995	1387	1459	1014	1112	2523	2846	2095	3032	2044	1675	1165	585	391	667
VOLVO-S	1520	107	99	237	214	213	129	112	114	65	69	83	34	15	29
OTHER IMPORT	95	1	1	2	26	13	7	13	10	9	1	1	1	2	8
TOTAL IMPORT	62850	9667	7597	6895	4182	7697	6679	5247	5290	2924	2383	1584	923	517	1265

B-BRITISH F-FRENCH G-GERMAN I-ITALIAN J-JAPANESE S-SWEDISH

601

THE NATIONAL VEHICLE POPULATION PROFILE

For more than half a century, R. L. Polk & Co. has been the "official scorekeeper" for the automobile industry in the United States. Through many years of experience in producing new passenger car and truck registration reports, Polk has long known of the variances in consumer preference for new cars that exist across the country. The differences in consumer preference for new vehicles, of course, ultimately translate into a varying mix of "vehicles in operation."

The National Vehicle Population Profile has been developed to assist those that require detailed knowledge of the nation's vehicle population - particularly those in the replacement parts market. The service shows the count of domestic and import cars and light trucks (through 10,000 lbs. GVW) in operation by:

- Make (Buick, Ford, VW, etc.)
- Series (Electra, Thunderbird, Rabbit, etc.)
- Body Style
- Engine Size (cylinder count, cubic inch displ., carburetion)
- Year Model (Denoting age of vehicle)

In addition to the above information in the standard NVPP package, following are "optional" data items available only on the magnetic files that are part of the total data package.

- Wheelbase/Wheelbase range in the case of some light trucks
- Curb Weight
- Front Wheel Drive
- Transverse Mounted Engine
- Standard Tire Size

SPECIAL NOTES

Several abbreviated column headings are used in the Detail Report and are described as follows:

- B/S -- Body Style
- CID -- Cubic Inch Displacement
- cc -- Cubic Centimeters - import cars & trucks
- ENG -- Engine Code contained within the Vehicle Identification Number
- BBL -- Carburetor barrels (venturi) The Letter "F" in the BBL column denotes fuel injection.
- CYL -- Cylinder Count

There are instances where an alphabetic character appears beside the carburetor barrel count. They are defined as follows:

SYMBOL	INTERPRETATION
H	High-performance engine. May be either those of the racing type or police engines.
S	Diesel Engine
R	Rotary Engine
D	Dual carburetors. Such engines are all high-performance.
T	Truck engines in passenger car vehicles. Invariably used on window vans (classified as station wagons by the automobile manufacturers).
C	Passenger car engine in truck vehicle. (Most are pick-up trucks built on passenger car chassis, e.g., Chevrolet El Camino and Ford Ranchero.
3	Triple two(2) barrel carburetors. (All are high-performance engines.)

MODULE #1 - DOMESTIC CARS

SERIES SUMMARY - DOMESTIC CARS

Statistics, are listed by series - Note that body style is not detailed.

50019 S

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
DOMESTIC PASSENGER CARS
AS OF JULY 1, 1979

AREA - ARIZONA
MAKE - FORD -DOMESTIC ONLY

SERIES SUMMARY	TOTAL	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967
PINTO	23482	1249	1756	2262	1868	4805	4221	4726	2595					
MUSTANG II	998	998												
FAIRMONT	3856	3856												
GRANADA	12308	1969	3632	4021	2686									
LTD II	2741	1052	1689											
LTD	35485	1625	3407	2694	2233	2726	5312	4961	4234	3053	2706	1190	802	542
THUNDERBIRD	11359	3124	2997	341	338	540	920	631	328	420	394	467	438	421
ECONOLINE/SUPER VAN	335	335												
MAVERICK	18515		1050	1474	1576	2893	2806	2303	2016	4397				
MUSTANG	21981		1240	1226	1194	2853	1087	1004	1139	1368	1989	1967	3108	3806
ECONOLINE	2761		320	369	152	242	180	338	215	340	418	8	99	80
TORINO/GRAN TORINO	9943			1336	1388	3192	4027							
ELITE	2082			1176	906									
CUSTOM 500/RANCHWAGN	3118			65	154	149	359			430	487	438	529	507
GALAXIE/CNTRY SEDAN	18599					924	1931	2228	2488	2475	2506	2061	2172	1814
TORINO	2482							565	1917					
GRAN TORINO/SQUIRE	3265							3265						
CUSTOM/RANCHWAGON	758							321	437					
CUSTOM 500	416							194	222					
FALCON/FUTURA	3092									503	570	597	642	780
FAIRLANE 500/TORINO	2064									2064				
CUSTOM	982									170	258	168	160	226
XL	828									218	286	208	116	
FAIRLANE/TORINO	3387										1920	1467		
FAIRLANE	1836												898	938
TOTALS	186673	14208	16091	14964	12495	18324	20843	20536	15591	15438	11534	8571	8964	9114

YEAR MODEL	1965	8219
	1964	4267
	1963	3342
	PRIOR	8489
GRAND TOTAL		210990

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MODULE #1 - DOMESTIC CARS

ENGINE SUMMARY - DOMESTIC CARS

Statistics are arranged by engine size (cylinder count, cubic inch displacement and carburetion, and fuel injection where applicable.

Diesel engines are also identified.

ENGINE SUMMARY

CYL	CID	ENG	BBL	TOTAL	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967
4	097	W	1	1630						429	507	694					
4	122	X	2	10906					994	3792	4219	1901					
4	139	Y	2	3180	1408	1772											
4	140	Y	2	8971			2184	1785	5002								
6	169	Z	2	1419	651	768											
6	170	F	1T	30										2	1	15	12
6	170	U	1	1221							57	103	782	43	66	74	96
6	171	Z	2	3468			958	848	1662								
6	200	T	1	13429	2639	143	191	186	349	203	795	1103	3298	417	929	1187	1989
6	240	A	1T	308					8	5	17	18	30	75	3	84	68
6	240	B	1	1													1
6	240	E	1	19							2	3	1	3	1	3	6
6	240	V	1	412							1	6	15	50	46	104	190
6	250	L	1	12156	1147	1679	2332	1903	1523	978	683	647	813	451			
6	300	B	1T	68	30	16	12	10									
8	289	A	4	644												247	397
8	289	C	2	9779											1790	4209	3780
8	289	K	4H	15													15
8	302	D	2	20							2	2	1	15			
8	302	F	2	30545	4075	4382	2997	2337	1419	2750	2367	2165	2374	3380	2299		
8	302	G	2	7										7			
8	302	G	2T	1272					234	175	321	197		341	4		
8	302	G	4	33									33				
8	302	G	4T	310									310				
8	302	J	4	271											271		
8	351	H	2	32711	2909	3777	3494	2642	3001	4815	4380	3323	3264	1106			
8	351	H	2T	198	198												
8	351	M	4	952								217	335	400			
8	351	Q	4H	448					45	189	214						
8	351	R	4H	7								7					
8	352	X	4	955													955
8	390	H	2	1725												1681	44
8	390	S	4	395										122		193	80
8	390	S	4H	95											95		
8	390	X	2	11									2	4	5		
8	390	Y	2	9390								419	2846	3662	1976	28	459
8	390	Z	4	2356											558	978	820
8	400	S	2	24388	933	2754	1877	1913	3068	4989	5235	3619					
8	427	R	4D	1												1	
8	428	P	4H	59									21	19	1	9	9
8	428	Q	4	349									5			151	193
8	428	Q	4H	89										38	51		
8	428	R	4D	8											8		
8	428	R	4H	108									20	88			

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MODULE #1 - DOMESTIC CARS

DETAIL REPORT - DOMESTIC CARS

Statistics are shown by engine size, within series, within make within year model. The service encompasses 1966 through 1979 year models.

10364 W

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
DOMESTIC PASSENGER CARS
AS OF JULY 1, 1979

AREA - ARIZONA
MAKE - FORD -DOMESTIC ONLY
YEAR MODEL- 1978
PAGE - 94

SERIES	B/S	ENGINE CYL	CID	FUEL	BBL	UIO TOTAL
PINTO	SEDAN 2 DR.	4	139	Y	2	389
		6	169	Z	2	14
		TOTAL				403
	RUNABOT 3 DR.	4	139	Y	2	426
		6	169	Z	2	97
		TOTAL				523
	STA WGN	4	139	Y	2	232
		6	169	Z	2	91
		TOTAL				323
PINTO SERIES TOTAL		4	139	Y	2	1047
		6	169	Z	2	202
		TOTAL				1249
MUSTANG II	HARDTOP 2 DR.	4	139	Y	2	218
		6	169	Z	2	161
		8	302	F	2	27
		TOTAL				406
MUSTANG II 2+2	HTCHBCK	4	139	Y	2	56
		6	169	Z	2	157
		8	302	F	2	115
		TOTAL				328
MUSTANG II GHIA	COUPE	4	139	Y	2	12
		6	169	Z	2	108
		8	302	F	2	92
		TOTAL				212
MUSTANG II MACH I	HTCHBCK	6	169	Z	2	23
		8	302	F	2	29
		TOTAL				52
MUSTANG II SERIES TOTAL		4	139	Y	2	286
		6	169	Z	2	449
		8	302	F	2	263
		TOTAL				998
FAIRMONT	SEDAN 2 DR.	4	139	Y	2	32
		6	200	T	1	407
		8	302	F	2	71
		TOTAL				510
	SEDAN 4 DR.	4	139	Y	2	22
FAIRMONT CONTINUED	SEDAN 4 DR.	6	200	T	1	1268
		8	302	F	2	298
		TOTAL				1588
	STA WGN	6	200	T	1	464
		8	302	F	2	408
		TOTAL				872
FUTURA	COUPE	4	139	Y	2	21
		6	200	T	1	500
		8	302	F	2	365
		TOTAL				886
FAIRMONT SERIES TOTAL		4	139	Y	2	75
		6	200	T	1	2639
		8	302	F	2	1142
		TOTAL				3856
GRANADA	SEDAN 2 DR.	6	250	L	1	482
		8	302	F	2	258
		TOTAL				740
	SEDAN 4 DR.	6	250	L	1	665
		8	302	F	2	564
		TOTAL				1229
GRANADA SERIES TOTAL		6	250	L	1	1147
		8	302	F	2	822
		TOTAL				1969
LTD II S	SEDAN 4 DR.	8	302	F	2	46
		8	351	H	2	17
		8	400	S	2	4
		TOTAL				67
	HARDTOP 2 DR.	8	302	F	2	32
		8	351	H	2	9
		8	400	S	2	1
		TOTAL				42
LTD II	SEDAN 4 DR.	8	302	F	2	332
		8	351	H	2	217
		8	400	S	2	14
		TOTAL				563
	HARDTOP 2 DR.	8	302	F	2	182
LTD II CONTINUED	HARDTOP 2 DR.	8	351	H	2	184
		8	400	S	2	14
		TOTAL				380
LTD II SERIES TOTAL		8	302	F	2	592
		8	351	H	2	427
		8	400	S	2	33
		TOTAL				1052
LTD	SEDAN 4 DR.	8	302	F	2	108
		8	351	H	2	412
		8	400	S	2	93
		8	460	A	4	7
		TOTAL				620
	PILLARD H/T 2D	8	302	F	2	64
		8	351	H	2	167
		8	400	S	2	34
		TOTAL				265
	STA WGN	8	351	H	2	82
		8	400	S	2	227
		8	460	A	4	62
		TOTAL				371
LTD LANDAU	SEDAN 4 DR.	8	302	F	2	2
		8	351	H	2	44
		8	400	S	2	138
		8	460	A	4	30
		TOTAL				214
	PILLARD H/T 2D	8	302	F	2	2
		8	351	H	2	44
		8	400	S	2	97
		8	460	A	4	12
		TOTAL				155
LTD SERIES TOTAL		8	302	F	2	176
		8	351	H	2	749
		8	400	S	2	589
		8	460	A	4	111
		TOTAL				1625
THUNDERBIRD	HARDTOP 2 DR.	8	302	F	2	1080
		8	351	H	2	1733
		8	400	S	2	311
		TOTAL				3124

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MODULE #2 - IMPORT CARS

SERIES SUMMARY - IMPORT CARS

Counts are shown by series within make for 29 import makes. Import light trucks are contained in the Light Truck Module. Following are the Import Car makes detailed by make series, body-style and engine size:

- Alfa Romeo
- Arrow-Plymouth
- Audi
- Austin
- BMW
- Capri
- Challenger-Dodge
- Colt-Dodge
- Cricket-Plymouth
- Datsun
- Fiat
- Fiesta-Ford
- Honda
- Jaguar
- Lancia
- Mazda
- Mercedes Benz
- MG
- Opel
- Peugeot
- Porsche
- Renault
- SAAB
- Sapporo-Plymouth
- Subaru
- Toyota
- Triumph
- Volkswagen
- Volvo

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
IMPORT PASSENGER CARS
AS OF JULY 1, 1979

SERIES SUMMARY	TOTAL	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967
DATSUN 2210	11987	1902	2867	3308	2329	1581								
DATSUN 510	5931	722					97	1588	1631	757	839	297		
DATSUN 200 SX	1122	448	674											
DATSUN 810	910	212	698											
DATSUN F10	1292	286	781	225										
DATSUN 280Z	3058	647	1036	837	538									
DATSUN 710	2817		223	1024	822	748								
DATSUN 610	2539			320	180	783	1256							
DATSUN 260Z	828					828								
DATSUN 1200	2513						762	1114	637					
DATSUN 240Z	1829						678	618	464	69				
DATSUN PL311	116									26	56	34		
DATSUN RL311	96									19	57	20		
TOTAL	35039	4217	6279	5714	3869	3940	2793	3320	2732	871	952	351		
YEAR MODEL PRIOR & UNK	926													
GRAND TOTAL	35964													

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MODULE #2 - IMPORT CARS

ENGINE SUMMARY - IMPORT CARS

Figures are arranged by engine only. It should be noted that very few import car manufacturers offer optional engines. Thus, only one engine is available within a single series of import cars in nearly all situations. Diesel engines are also identified, and fuel injection where applicable.

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
IMPORT PASSENGER CARS
AS OF JULY 1, 1979

ENGINE SUMMARY CYL	CC	ENG	BBL	TOTAL	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967
4	1172		2	2513						762	1114	637					
4	1288		2	1581					1581								
4	1397		2	11698	2188	3648	3533	2329									
4	1595		2	5325						97	1588	1631	783	895	331		
4	1770		2	2004					748	1256							
4	1952		2	5196	1170	897	1344	1002	783								
4	1982		2	77										57	20		
4	1983		2	19									19				
6	2393		F	910	212	698											
6	2393		2	1829						678	618	464	69				
6	2565		2D	828					828								
6	2753		F	3058	647	1036	837	538									
TOTAL				35038		6279		3869		2793		2732		952			
					4217		5714		3940		3320		871		351		

YEAR MODEL	PRIOR & UNK
	926
GRAND TOTAL	35964

121

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MODULE #2 - IMPORT CARS

IMPORT CAR DETAIL REPORT

Figures are by make, series, body style and engine size for 29 import makes. Collectively, the 29 makes account for approximately 90-93% of all imports in operation in the U.S. This is the most detailed format available on import cars.

10094 W

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
IMPORT PASSENGER CARS
AS OF JULY 1, 1979

AREA - ARIZONA
MAKE - DATSUN
PAGE - 18

YEAR & SERIES	B/S	ENGINE CYL	CC	ENG	BBL	UIO TOTAL
1978						
DATSUN B210	SED/HBK	4	1397		2	1902
DATSUN 510	HTCHBCK	4	1952		2	223
	STA WGN	4	1952		2	279
	2/4 SED	4	1952		2	220
	TOTAL	4	1952		2	722
DATSUN 200 SX	COUPE	4	1952		2	448
DATSUN 810	4DR SEDAN	6	2393		F	87
	STA WGN	6	2393		F	125
	TOTAL	6	2393		F	212
DATSUN F10	HTCHBCK	4	1397		2	156
	STA WGN	4	1397		2	130
	TOTAL	4	1397		2	286
DATSUN 280Z	COUPE	6	2753		F	472
	2+2	6	2753		F	175
	TOTAL	6	2753		F	647
TOTAL ALL ENGINES		4	1397		2	2188
		4	1952		2	1170
		6	2393		F	212
		6	2753		F	647
		TOTAL				4217
MAKE TOTAL						4217

YEAR & SERIES	B/S	ENGINE CYL	CC	ENG	BBL	UIO TOTAL
1977						
DATSUN B210	COUPE	4	1397		2	2120
	2/4 SED	4	1397		2	747
	TOTAL	4	1397		2	2867
DATSUN 710	COUPE	4	1952		2	9
	2/4 SED	4	1952		2	214
	TOTAL	4	1952		2	223
DATSUN 200 SX	COUPE	4	1952		2	674
DATSUN 810	UNKNOWN	6	2393		F	12
	4DR SEDAN	6	2393		F	360
	STA WGN	6	2393		F	326
	TOTAL	6	2393		F	698
DATSUN F10	HTCHBCK	4	1397		2	519
	STA WGN	4	1397		2	262
	TOTAL	4	1397		2	781
DATSUN 280Z	COUPE	6	2753		F	793
	2+2	6	2753		F	243
	TOTAL	6	2753		F	1036
TOTAL ALL ENGINES		4	1397		2	3648
		4	1952		2	897
		6	2393		F	698
		6	2753		F	1036
		TOTAL				6279
MAKE TOTAL						6279

YEAR & SERIES	B/S	ENGINE CYL	CC	ENG	BBL	UIO TOTAL
1976						
DATSUN B210	SED/HBK	4	1397		2	3308
DATSUN 710	SEDAN	4	1952		2	375
	2DR HRDTP	4	1952		2	113
	STA WGN	4	1952		2	536
	TOTAL	4	1952		2	1024
DATSUN 610	SEDAN	4	1952		2	170
	STA WGN	4	1952		2	150
	TOTAL	4	1952		2	320
DATSUN F10	HTCHBCK	4	1397		2	78
	STA WGN	4	1397		2	147
	TOTAL	4	1397		2	225
DATSUN 280Z	COUPE	6	2753		F	663
	2+2	6	2753		F	174
	TOTAL	6	2753		F	837
TOTAL ALL ENGINES		4	1397		2	3533
		4	1952		2	1344
		6	2753		F	837
		TOTAL				5714
MAKE TOTAL						5714

123

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MODULE #3 - LIGHT TRUCKS

SERIES (MODEL) SUMMARY - LIGHT TRUCKS

Figures by truck model (series) are shown by year model (1966 - 1979). Also shown is the GVW (Gross Vehicle Weight) Class for each model. In addition to the domestic makes, the following Import Truck makes are contained in the data file:

- Courier (Ford)
- Luv (Chevrolet)
- Dodge D-50
- Plymouth Arrow
- Datsun
- Mazda
- Subaru (Brat)
- Toyota
- Volkswagen

50017 S

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
LIGHT TRUCKS
AS OF JULY 1, 1979

AREA - ARIZONA
MAKE - CHEVROLET
PAGE - 1

MODEL SUMMARY	GVW	TOTAL	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967
LUV	1	5918	533	898	1280	982	821	386	1018						
EL CAMINO	1	1686	597	74	58	37	53	52	95	96	113	132	110	125	144
C10	1	53122	1270	1602	5056	3532	5429	6287	5423	3702	4644	5186	3873	3135	3983
C10	2	7863	3267	4596											
G10	1	3731	231	455	450	409	336	233	253	252	45	342	278	257	190
K10	1	7763			1834	1135	1134	1285	837	382	425	265	216	124	126
K10	2	4012	1698	2314											
BLAZER	1	256			46	16	30	60	64	19	21				
BLAZER	2	151	63	88											
BLAZER K10	1	4243			791	522	793	693	746	398	210	90			
BLAZER K10	2	1401	559	842											
C20	2	18651	1366	1938	1653	1216	1991	2739	1897	1142	1211	1295	891	636	676
K20	2	3742	442	619	543	444	436	492	287	124	143	88	69	34	21
C30	2	4558	435	544	433	387	504	581	381	244	271	254	198	138	188
K30	2	81	40	41											
G20	1	1123					383	317	169	254					
G20	2	2419	733	667	571	313					8	50	36	41	
G30	2	1164	108	177	171	127	172	153	164	92					
P10	1	147					14	23	9	17	20	18	12	14	20
P10	2	37	8	5	4	20									
P20	2	222	4	20	9	8	43	35	14	11	12	16	13	17	20
P30	2	757	49	88	77	85	65	97	64	46	42	48	36	20	40
EL CAMINO CLASSIC	1	741		741											
EL CAMINO CUSTOM	1	6037			569	391	518	825	716	527	701	565	485	373	367
VEGA	1	192				11	28	45	43	65					
TOTAL LIGHT TRUCKS		130017	11403	15709	13545	9635	12750	14303	12180	7371	7866	8349	6217	4914	5775
OTHER GVW CLASSES		4096	140	173	251	230	339	435	432	274	411	461	346	291	313
MAKE TOTAL		134113		15882		9865		14738		7645		8810		5205	
			11543		13796		13089		12612		8277		6563		6088

YEAR MODEL ONLY 1965	5135
1964	5010
1963	3521
PRIOR	20238
GRAND TOTAL	168017

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MODULE #3 - LIGHT TRUCKS

ENGINE SUMMARY - LIGHT TRUCKS

Figures are shown by engine cylinder count, cubic inch displacement and carburetion, and fuel injection. Passenger car engines are highlighted by the alphabetic symbol C or H beside the carburetor barrell (BBL) column. Diesel engines are identified by the letter "S" beside the carburetor barrell column.

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
LIGHT TRUCKS
AS OF JULY 1, 1979

AREA - ARIZONA
MAKE - CHEVROLET
PAGE - 1

CYL	CID	ENG	BBL	TOTAL	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967
ENGINE SUMMARY																	
4				65								65					
4	110		2	1018							1018						
4	110	N	2	4900	533	898	1280	982	821	386							
4	140	A	1C	14				2	6	6							
4	140	B	C	43							43						
4	140	B	2C	70				9	22	39							
6				222								13	14	47	42	48	58
6		S		9345							945	1083	1263	2127	1959	1968	
6	200	M	2C	25	25												
6	250	D	1C	66		23	16	9			18						
6	250	D	1	3266	928	1131	1207										
6	250	Q	1	2322				663	924	735							
6	292	S	1P	1					1								
6	292	T	1	933	173	182	159	169	113	137							
8				3516								610	800	650	553	450	453
8		E		32388							9363	5600	5789	5525	3663	2498	
8	305	Q	2C	152			152										
8	305	U	2C	602	256	346											
8	305	Q	2	1			1										
8	305	U	2	1299	490	809											
8	307	F	2C	143						28	115						
8	307	X	2	816						816							
8	350	H	2C	1264				307	248	386	323						
8	350	J	4C	266							266						
8	350	K	4C	370						370							
8	350	L	4C	826	316	446	11	13	40								
8	350	V	2C	284			284										
8	350	L	4	22929	6883	8833	7213										
8	350	V	2	3875			582	847	2446								
8	350	W	4P	2					2								
8	350	Y	4	20604				5314	6184	9106							
8	350	Z	FS	173	173												
8	400	R	2C	206					206								
8	400	U	4C	250			164	80	6								
8	400	M	4	307				307									
8	400	R	4	2959	1000	1959											
8	400	U	4	1419			1419										
8	402	U	4C	71							71						
8	454	W	4C	18							18						
8	454	Y	4C	183				19	71	93							
8	454	L	4	25				24	1								
8	454	S	4	2749	626	1076	1047										
8	454	Y	4	16		6	10										
8	454	Z	4	4750				830	1659	2201							

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MODULE #3 - LIGHT TRUCKS

DETAIL REPORT - LIGHT TRUCKS

Arranged by Year Model within Make, statistics are shown by engine size within body-style and truck model (series). In addition 4 wheel-drive information is shown where applicable.

10146 W

R.L. POLK & CO.
NATIONAL VEHICLE POPULATION PROFILE
LIGHT TRUCKS
AS OF JULY 1, 1979

AREA - ARIZONA
MAKE - CHEVROLET
YEAR MODEL - 1978
PAGE - 1

SERIES - BODY STYLE	ENGINE CYL	CID	EFI	GVW	UIO TOTAL
LUV CAB/CHASSIS	4	110	N	2	4
LUV PICKUP	4	110	N	2	529
EL CAMINO PICKUP	6	200	M	2C	25
	8	305	U	2C	256
	8	350	L	4C	316
	TOTAL				597
C10 CAB/CHASSIS	8	350	L	4	2
C10 PICKUP	6	250	D	1	513
	8	305	U	2	363
	8	350	L	4	216
	8	350	Z	FS	173
	8	454	S	4	3
	TOTAL				1268
G10 VAN	6	250	D	1	49
	8	305	U	2	85
	8	350	L	4	96
	8	454	S	4	1
	TOTAL				231
TOTAL GVW 1					2631

SERIES - BODY STYLE	ENGINE CYL	CID	EFI	GVW	UIO TOTAL
C10 BIG 10 CAB/CHASSIS	6	250	D	1	3
	8	350	L	4	7
	TOTAL				10
C10 BIG 10 PICKUP	6	250	D	1	324
	8	350	L	4	2515
	8	454	S	4	99
	TOTAL				2938
C10 SUBURBAN CARRYALL	8	305	U	2	3
	8	350	L	4	203
	8	454	S	4	113
	TOTAL				319
K10 CAB/CHASSIS 4X4	8	350	L	4	2
K10 SUBURBAN CARRYALL 4X4	8	350	L	4	24
	8	400	R	4	62
	TOTAL				86
K10 PICKUP 4X4	6	250	D	1	27
	8	350	L	4	1120
	8	400	R	4	463
	TOTAL				1610
BLAZER UTILITY	6	250	D	1	3
	8	305	U	2	26
	8	350	L	4	34
	TOTAL				63
BLAZER K10 UTILITY 4X4	6	250	D	1	9
	8	305	U	2	12
	8	350	L	4	376
	8	400	R	4	162
	TOTAL				559
C20 CAB/CHASSIS	6	292	T	1	10
	8	350	L	4	36
	8	454	S	4	1
	TOTAL				47
C20 SUBURBAN CARRYALL	8	305	U	2	1
	8	350	L	4	27
	8	454	S	4	64
	TOTAL				92

SERIES - BODY STYLE	ENGINE CYL	CID	EFI	GVW	UIO TOTAL
C20 PICKUP	6	292	T	1	73
	8	350	L	4	981
	8	454	S	4	173
	TOTAL				1227
K20 CAB/CHASSIS 4X4	6	292	T	1	2
	8	350	L	4	7
	8	400	R	4	1
	TOTAL				10
K20 SUBURBAN CARRYALL 4X4	8	350	L	4	20
	8	400	R	4	31
	TOTAL				51
K20 PICKUP 4X4	6	292	T	1	9
	8	350	L	4	237
	8	400	R	4	135
	TOTAL				381
C30 CAB/CHASSIS	6	292	T	1	6
	8	350	L	4	219
	8	454	S	4	21
	TOTAL				246
C30 PICKUP	6	292	T	1	4
	8	350	L	4	35
	8	454	S	4	150
	TOTAL				189
K30 CAB/CHASSIS 4X4	6	292	T	1	1
	8	350	L	4	7
	8	400	R	4	2
	TOTAL				10
K30 PICKUP 4X4	8	350	L	4	12
	8	400	R	4	18
	TOTAL				30
G20 VAN	6	292	T	1	38
	8	350	L	4	603
	8	400	R	4	92
	TOTAL				733
G30 CARGO CUTAWAY	8	350	L	4	10
	8	400	R	4	5
	TOTAL				15

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